

MACLEAN'S

CANADA'S WEEKLY NEWSMAGAZINE | www.macleans.ca

NOVEMBER 29 2004

THE WAR BETWEEN TOWN AND COUNTRY

Cottagers vs. farmers. Suburbs vs. small towns.
Urban cash vs. rural clout. This is Canada's next culture war.

BY CHARLIE GILLIS



\$4.95

48



78624 70001 8



TURN UP THE VOLUME.

LOGITECH® CORDLESS MOUSE turns up the volume on your mouse in a way no other mouse can. With its tactile Legend® Controls and F1/F2 scroll wheel, it's the mouse specifically designed to enhance your music on your PC. And because it's cordless, you can change where it sits—so it will be right by your desk, its sporty shape and soft-touch grip fit your comfortable control over all your media from wherever in the room.



© 2004 Logitech, Inc.

MACLEAN'S



Interviews working producers reveal why watching them is the process

50

FEATURES

- 22** | **Weather**
BRRR, GRRR Nova Scotians are angry after a snowstorm causes a third big power outage.
- 24** | **Rustle**
DOWN AND OUT Alexandre Trudeau finds not everyone is enjoying capitalism's riches.
- 30** | **Technology**
HOT TV The next big craze in illegal file sharing is popular television programs.
- 50** | **Cover**
TOWN VERSUS COUNTRY This is where Canada's next big culture war will take place.
- 60** | **Life**
THE THINKING DOG'S MAN An expert on canine cognition enters one must's head.
- 64** | **Health**
WITHDRAWAL PAIN Arthritis sufferers miss their Vioxx—and their peace of mind.
- 66** | **Books**
RAVISHING READS There's something to thrill every adult and child on your gift list.
- 70** | **TV**
CLASS CLOWN New Jersey filmmaker Kevin Smith, a.k.a. Silent Bob, visits the Degra set.



UP FRONT

- 13 **Iraq** Death on camera, a soldier is investigated
14 **FaceTime** Carolyn Parrish gets her walking papers
15 **Mobbed?** Alfonso Gagliano swears he's no mafioso
16 **Passages** Ellen Farrow, first woman in cabinet



VOICES

- 4 The Editor's Letter Life in the slow lane
- 10 Letters Ranking tips and a Bush brooklynha
- 14 Mansbridge on the Record What hockey lockdown?
- 18 Janigan on the Issues Rethinking foreign trade
- 23 The Maclean's Interview Perviz Madon
- 29 Steve Maich / All Business Magna's lame horses
- 33 Over to You Celebrity's not for everyone
- 38 Paul Wells: The Back Page Captain Kirk in Ottawa

BACK TALK

- 75 Buzz Seneff and the gang are back—on DVD
76 CDs U2 and Kieran Porter
77 Bestsellers List
78 John Infi on dancing
79 Moore's Worth Online photo fixings

PHOTO GALLERY
Chief Photographer Peter Berge captures the pain and sweet from the Grey Cup. Look for it this Wednesday www.mercurio.ca/gallery

MORE MARCH
All Business columnist Steve March is now online. He launches his new weblog with reminders to his readers to follow legalizing marijuana. www.marchonit.ca/allbusiness

MORE HEALTH
Get the latest info
about health issues
concerning you
and your family.
Updated daily.
www.mayoclinic.org/health

**Associate Publisher and
Executive Manager**
10000 Wilshire Blvd., Suite 1000
Beverly Hills, CA 90210
310/276-1000
310/276-1001
310/276-1002
310/276-1003
310/276-1004
310/276-1005
310/276-1006
310/276-1007
310/276-1008
310/276-1009
310/276-1010
310/276-1011
310/276-1012
310/276-1013
310/276-1014
310/276-1015
310/276-1016
310/276-1017
310/276-1018
310/276-1019
310/276-1020
310/276-1021
310/276-1022
310/276-1023
310/276-1024
310/276-1025
310/276-1026
310/276-1027
310/276-1028
310/276-1029
310/276-1030
310/276-1031
310/276-1032
310/276-1033
310/276-1034
310/276-1035
310/276-1036
310/276-1037
310/276-1038
310/276-1039
310/276-1040
310/276-1041
310/276-1042
310/276-1043
310/276-1044
310/276-1045
310/276-1046
310/276-1047
310/276-1048
310/276-1049
310/276-1050
310/276-1051
310/276-1052
310/276-1053
310/276-1054
310/276-1055
310/276-1056
310/276-1057
310/276-1058
310/276-1059
310/276-1060
310/276-1061
310/276-1062
310/276-1063
310/276-1064
310/276-1065
310/276-1066
310/276-1067
310/276-1068
310/276-1069
310/276-1070
310/276-1071
310/276-1072
310/276-1073
310/276-1074
310/276-1075
310/276-1076
310/276-1077
310/276-1078
310/276-1079
310/276-1080
310/276-1081
310/276-1082
310/276-1083
310/276-1084
310/276-1085
310/276-1086
310/276-1087
310/276-1088
310/276-1089
310/276-1090
310/276-1091
310/276-1092
310/276-1093
310/276-1094
310/276-1095
310/276-1096
310/276-1097
310/276-1098
310/276-1099
310/276-1100
310/276-1101
310/276-1102
310/276-1103
310/276-1104
310/276-1105
310/276-1106
310/276-1107
310/276-1108
310/276-1109
310/276-1110
310/276-1111
310/276-1112
310/276-1113
310/276-1114
310/276-1115
310/276-1116
310/276-1117
310/276-1118
310/276-1119
310/276-1120
310/276-1121
310/276-1122
310/276-1123
310/276-1124
310/276-1125
310/276-1126
310/276-1127
310/276-1128
310/276-1129
310/276-1130
310/276-1131
310/276-1132
310/276-1133
310/276-1134
310/276-1135
310/276-1136
310/276-1137
310/276-1138
310/276-1139
310/276-1140
310/276-1141
310/276-1142
310/276-1143
310/276-1144
310/276-1145
310/276-1146
310/276-1147
310/276-1148
310/276-1149
310/276-1150
310/276-1151
310/276-1152
310/276-1153
310/276-1154
310/276-1155
310/276-1156
310/276-1157
310/276-1158
310/276-1159
310/276-1160
310/276-1161
310/276-1162
310/276-1163
310/276-1164
310/276-1165
310/276-1166
310/276-1167
310/276-1168
310/276-1169
310/276-1170
310/276-1171
310/276-1172
310/276-1173
310/276-1174
310/276-1175
310/276-1176
310/276-1177
310/276-1178
310/276-1179
310/276-1180
310/276-1181
310/276-1182
310/276-1183
310/276-1184
310/276-1185
310/276-1186
310/276-1187
310/276-1188
310/276-1189
310/276-1190
310/276-1191
310/276-1192
310/276-1193
310/276-1194
310/276-1195
310/276-1196
310/276-1197
310/276-1198
310/276-1199
310/276-1200
310/276-1201
310/276-1202
310/276-1203
310/276-1204
310/276-1205
310/276-1206
310/276-1207
310/276-1208
310/276-1209
310/276-1210
310/276-1211
310/276-1212
310/276-1213
310/276-1214
310/276-1215
310/276-1216
310/276-1217
310/276-1218
310/276-1219
310/276-1220
310/276-1221
310/276-1222
310/276-1223
310/276-1224
310/276-1225
310/276-1226
310/276-1227
310/276-1228
310/276-1229
310/276-1230
310/276-1231
310/276-1232
310/276-1233
310/276-1234
310/276-1235
310/276-1236
310/276-1237
310/276-1238
310/276-1239
310/276-1240
310/276-1241
310/276-1242
310/276-1243
310/276-1244
310/276-1245
310/276-1246
310/276-1247
310/276-1248
310/276-1249
310/276-1250
310/276-1251
310/276-1252
310/276-1253
310/276-1254
310/276-1255
310/276-1256
310/276-1257
310/276-1258
310/276-1259
310/276-1260
310/276-1261
310/276-1262
310/276-1263
310/276-1264
310/276-1265
310/276-1266
310/276-1267
310/276-1268
310/276-1269
310/276-1270
310/276-1271
310/276-1272
310/276-1273
310/276-1274
310/276-1275
310/276-1276
310/276-1277
310/276-1278
310/276-1279
310/276-1280
310/276-1281
310/276-1282
310/276-1283
310/276-1284
310/276-1285
310/276-1286
310/276-1287
310/276-1288
310

[illegible]

ROGERS

Microscopy and Microbiology is published monthly, except for one issue combined, published in premium issues, which occur on two consecutive issues, in February/March and May/June. The Journal is published by Blackwell Science Ltd, 9600 Garsington Road, Oxford, UK OX4 2DQ. Telephone: +44 (0)1865 206206. Fax: +44 (0)1865 206207.

Giuseppe Gagliardi, 2004 college graduate born in Milan, Italy, completed college summer internship with 000-000-0000 for subsequent position for the year 2004-2005. \$60,000.00 to \$45,000.00 per year. L.L.B. \$80,000.00 per year. \$100,000.00 per year.

Copyright © 2007 by John Wiley & Sons, Inc. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without permission in writing from John Wiley & Sons, Inc.

We acknowledge the support of the Government of Canada through the International Development Program (IDP) and the Global Wages Fund, as well as our mailing and office staff.

U.S. POSTAGE: Periodicals postage paid at Dallas, TX and at additional mailing offices. Postmaster: Send address changes to JGIM, 3615 Greenville, Dallas, TX 75216. Second-class postage paid at Dallas, TX and at additional mailing offices. Postmaster: Send address changes to JGIM, 3615 Greenville, Dallas, TX 75216.



100

MDX A MORE CIVIL



MDX A MORE CIVILIZED LOOK AT NATURE

ACURA



LIFE IN THE SLOW LANE

Too many city people regard rural areas as theme parks, put there to amuse us

WHEN WE CONSIDER the future of the area around our country place, my wife and I sometimes fret that we are part of the problem, not the solution. Since we joined the ranks of city people buying houses there four years ago, the price of waterfront property has almost doubled, and what used to be a year-round farm-based economy has become much more seasonal and tourism-based. When people like us close up for the year—some

did several weeks ago (our place is too old and dusty to be comfortable in cold weather), the effect is palpable. Friends who run the local general store—which has been in their family for generations—say that a new only have a profit during summer months. They've thought about closing in winter, but if they do that, some locals will have to drive 50 km to buy their necessities.

Among city people, there's a temptation to view life in rural areas as a theme park, kept in place to amuse ourselves on occasion and then perceived in arching order until it tells us to return. We want everything to stay the way it's always been, but we want city-style comforts as well. Those are largely contradictory goals, so it's no surprise that rural people often find outside investors insensitive and annoying. Sure, we bring new money into the local economy—in theory, although even that's not always true. (Many people from Toronto who spend hours commuting to their country places, only to spend all their time with other Toronto people. They buy their groceries in the city and bring city contractors to work on their property, so their financial and emotional investments in the community is effectively nil.)

Small wonder, as Charlie Gillin writes in our cover package (page 38), "there's dissonance" between urban and rural people. At the same obvious level, our cities are spilling into the countryside, with subdivisions and malls filling the space where farms used to be. Once that happens, the area requires new infrastructure—and higher tax structures—so the lifestyle appeal for original residents lessens even as the financial demands on them increase.

In areas that stay mostly rural, the policy of using provincial governments of closing

“Some Toronto people travel all the way to the country, only to spend their time with other Toronto people.”

smaller local businesses instead of one big regional institution is often a death sentence for the communities that have lost them. They do the practice of amalgamating small community schools. If a town loses its hospital and school, the next likely evictions are families with children—exactly the people

the area needs most to keep

The curious thing, even as rural areas become more developed, is that this could be the calmest time in Canada's history to live in them. Life in a wired world should mean everyone has access to intermediate infrastructure (and consumer goods, as online shopping becomes more easier). But although our swathes of rural Canada don't have high-speed online access—and, similarly, therefore no many parts of the country where cellphones don't work. If we want rural Canada to flourish—and no one is opposed to that goal—it will be a commitment on the part of various governments to give people in those regions the high-tech tools to do more jobs. “Life in the slow lane” should refer to a matter of choice—and not a trap down the information highway.

Anthony Wilson-Smith

antonys@shaw.ca or 416-291-1151

MACLEAN'S

Editor

Anthony Wilson-Smith

Executive Editor

Deputy Editor

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

An Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

An Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

An Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

An Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

Editorial Assistant

'A university education should be considered a national resource to be invested in. Ability should be the prime entrance criteria, not the ability to pay.' —John Harper, *Sunny B.C.*

Ranking tips

As a high school student who entered university in 1994, I remember your first published university rankings. I applauded Maclean's then as I do now for its thoroughness in providing such a useful tool ("University rankings '04," Cover, Nov. 15). However, as with any evaluation, the best measure of success is often a measure of outcomes. How do graduates fare in the Canadian workforce and society at large after receiving their educational foundation? I am very pleased to note that this year Maclean's has taken an initial step to answering this question with your survey of graduate satisfaction with their alma maters (see sidebar), *Times*.

Why not add along with your university review a list of most desired careers and which program and/or university would best prepare one for this profession? This could help young Canadians make a job decision and choose which path to take in order to achieve it. *the Lethbridge, Alberta file*

While I find it a great tool for prospective university students to have a national comparative rank potential schools, I find it ironic the Ontario community colleges have to pay for a 32-page advertising supplement in the same issue to sell themselves. Do colleges not deserve equal recognition since they have similar impact on our society and economy as universities? *Elk, Fleming, Cedar Co.*

Statistics are fine, but I would like more articles on the subject of an ivory-tile. *Andrew Lee, Mississauga, Ont.*

I'm a chemical engineering student at the University of Waterloo, which just bagged first place in the comprehensive section of your 2004 rankings. Although prices are increasing, I feel that if I can get through as easy as I will be well equipped to find a job soon after graduation ("University Rankings/Finance," Cover). My co-op program

UNIVERSITY RANKINGS '04 MACLEAN'S

EXCLUSIVE
NEW SURVEY
HOW GRADE 12
THE CHOICE
OF THE FUTURE



will help me build a network of professional contacts and provides necessary job search skills. Hopefully, my university's reputation will also influence prospective employers. *Rene Syed, Markham, Ont.*

Dogfight

It is time to renew my subscription to Maclean's after reading Louise George's "The bull, but not" (Essay, Nov. 15). George may own a Staffordshire bull terrier, but she has also done solid research. I've not just get our elected members of the provincial legislature to look at the dog problem in an intelligent, objective way; we may produce a good bill that does not discriminate

against tens of thousands of responsible dog owners.

Kerry King, Kitchener, Ont.

Okay, there are no bad dogs, only incompetent owners. But these owners will not disappear tomorrow, and I would prefer them to have more placid breeds, preferably with a small maw. For me, a bad dog is one that makes me feel I should change sidewalks when I stroll with my granddaughters.

John Park, Montreal

No pity

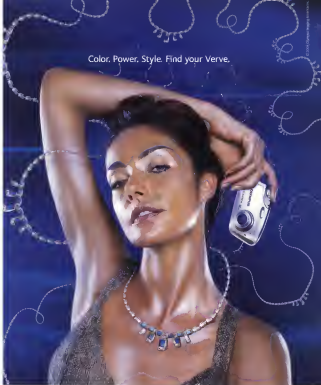
Having read Peter C. Newman's articles on Conrad Black and Barbara Aronof ("Tweeds with Conrad," The Maclean's, Nov. 15 and "Barbara's world," Cover, Nov. 8), I was surprised to find him summing up by saying "we pity them." I don't think too many people who read about their conduct will find a source of pity for either of them. Disgrace and contempt is the best I can come up with. Based on the articles, I can only conclude that these two represent everything that is wrong with today's business leaders. Though Black was undoubtedly brilliant at the beginning of his career, his companies eventually appeared to be created with the singular goal of supporting a lifestyle—on the detriment of the shareholders, employees and other stakeholders. Now that they have come crashing down, I doubt the people these two stepped on during their ascent, or anyone else for that matter, are feeling pity for them. *Michael Kaur, Markham, Ont.*

Peter C. Newman's tell-all about Barbara Aronof is telling all right, but pay about his treacherous betrayal of a former colleague while he promotes the legend he is known as. His truthful proclamation of self-restraint aside, Newman's familiarity with Aronof's experiences, consumption and mobility reveal more about his envy and less about the dignity of the person's journey he has revealed. *Bright Clarke, Phoenix, B.C.*

The people have spoken

Bob Levin's column laudering George W. Bush's election clearly demonstrates that Canadians don't get it ("Bushman: The world's best," Nov. 15). In the U.S., we don't like the way the country is going. We don't

Color. Power. Style. Find your Verve.



Stylus Verve® digital camera. Designed to Do More.™

OLYMPUS

want gay marriage, abortion, the same old lies and obfuscation from our politicians, the same old, same old that John Kerry was offering. Fact is, the candidate who was of forcing change was the incumbent. He was proclaiming loudly that he would work on addressing and updating the social security system, name Supreme Court justices who would honour and defend the Constitution and try to change the tax code.

Virginia Melton, Irvine, Va.

I hope many Americans get to read Bob Levine's column. This is not the U.S. I know as a boy in England after the war. For me it was a sad day when Bush won. I am now a Canadian living in Canada and I hope our government will not follow his lead. I can not understand how after Sept. 11 Bush screwed things up—any other president would have been impeached for the lies and scheming he and his gang have done in the detriment of the rest of the world.

Bryan Scott, Vancouver

We cannot ignore the significance of the recent U.S. federal election. With their ill-advised choice for leadership, Americans have set themselves down a road toward isolation and eventual annihilation within the international community. Another four years of British environmental policies and poor economic management will make this outcome almost inevitable. Though they remain an important trading partner to Canada, we must strengthen our ties with Europe and Asia so that we are not dragged down with the U.S. Marc Adams, Calgary

It wasn't just Bush that won. It was democracy in action, the will of the majority. While we look down our Canadian noses and pontificate in Bush, we are arrogantly judging the dedication of millions of Americans. There were far more votes backing Bush than we have in our entire population.

Gladys Knepp, Ontario, Ont.

The problem with combining religion with the issue is that people have the tendency to pray with their eyes closed.

Michael Nabberg, Vancouver

Remembering too well

As memories fade and Canadians' knowledge of our successful heroes in the Great War



Bush's electoral win was 11 democracy in action, so one made fools, or a 'sad day'.

diminishes, Jean Boivin's piece is a timely reminder of Canada's part in that tragic war ("It hasn't to still," History, Nov. 8). However, he omits writing that Canadian troops "manned the slaughterhouse of the Somme." While the Canadian Corps did not participate at the beginning of that campaign from July 1, 1916, but from September 1916 to its end, in November, the Canadians were very much a part. Many Canadian regiments carry the Somme as a battle honour reflecting such engagements as Courcelette, Thiepval, Arras Heights and Regina Trench. Three Canadians won the Victoria Cross there. In total, Canada suffered 24,000 casualties in the Somme, including 8,000 killed, 5,000 of whom have no known grave.

Michael Pardy, Ottawa

I would like to correct a statement in your Remembrance Day tribute that made "The First Newfoundland Regiment was annihilated at the Beaumont Hamel sector, and simply ceased to exist." Our regiment did suffer tremendous casualties that day and, in fact, had the highest percentage of casualties of any unit that participated. However, the Regiment didn't "simply cease to exist."

Top 10 cooler talk

Shandi Duffell's "Great Canadian essential list" completely missed the most important thing about CBC's *The Greatest Canadian* (Black Talk, Nov. 1). It's not about the Top 10 names or who ends up at No. 1. It has been a wonderful exercise because it has so many of us talking about who these people were, what they accomplished, who should have been on the list and what greatness is. It has become a common subject of lunchtime discussion at my office, and we are finding our way through about Canada and the people who have contributed to it. Nothing fails about that.

Glen Solick, Toronto

Middleware is Everywhere.

Can you see it?



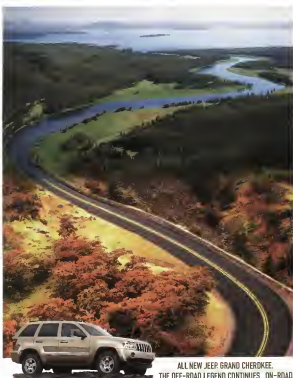
IBM Express Middleware™

Key

IBM EXPRESS MIDDLEWARE™ IS SOFTWARE Software IBM Express Middleware is designed to help you build business connect their processes to their business goals. On demand: Designed to work with the IT systems you have. Designed to be installed quickly and easily with prices starting at \$525. Ask your Business Partner about it – or you might miss the boat.

Ask your Business Partner or learn more about us at www.ibm.com/middleware/business

IBM EXPRESS MIDDLEWARE™ IS SOFTWARE Software IBM Express Middleware is designed to help you build business connect their processes to their business goals. On demand: Designed to work with the IT systems you have. Designed to be installed quickly and easily with prices starting at \$525. Ask your Business Partner about it – or you might miss the boat.



**ALL NEW JEEP GRAND CHEROKEE.
THE OFF-ROAD LEGEND CONTINUES...ON-ROAD.**

Now you can make the most of every journey, no matter what the terrain. The new Trail Rated® Jeep Grand Cherokee features an available 320-hp 5.7L HEMI V8, the most powerful engine in its class, an Electronic Stability Program, and Quadra-Drive II™ our most advanced four-wheel-drive system ever. From 138,990. Visit jeep.ca or call 1-800-341-3700.

Jeep

UPFRONT

Mansbridge on the Record 14 | Janigan on the Issues 18 | Passages 18



War | Death on camera—and a soldier under questioning

"He's not dead. He's taking dead." "Bang." "Dead now." It would be too much to ask a soldier heard round the world. But the point-blank shooting of a wounded Iraqi fighter by a U.S. marine, captured on videotape by a freelance cameraman, certainly has more than just casual repercussions.

The U.S. military pulled the soldier from the field and is investigating the incident as a possible crime, though there are misgiving circumstances. Clearly, would-be martyrs have faked death before to lure U.S. soldiers closer. Still, it's no hard to see the video printers at work in filtering down from the high.

In recent weeks there has been a noticeably more aggressive talk on the ground in Iraq. Late last week,

A U.S. marine just before he shoots a wounded insurgent in a Falluja mosque. "He's taking dead." Bang. "Dead now."

U.S. soldiers even worried one of Baghdad's more prominent Sunni mosques—something they would not have done just a few months ago—opening fire and killing at least three people, right after morning prayers. The harsher ground fight comes alongside a very pronounced changing of the guard in Washington. Colin Powell—voice of moderation to some—stepped down as secretary of state, replaced by loyal, hawkish Condoleezza Rice, who, it's been said, runs the world through George W. Bush's eyes.

Quote of the week: "The stigma about Regina, about Saskatchewan, is nobody wants to come here. This just only enhances that," says veteran coach DANNY BARRETT on fans who pulled locker Paul McCollum's Regina home with eggs and dumped manure in his driveway after he missed an 18-yard field goal in playoff overtime.

ScoreCard



SAHIBIN

U.S. papers ran an explicit photo of Marine, dead-eyed from fatigue and drinking on a rug in the shaggy house of Falluja. Photo condemned by some for glorifying a deadly activity, smoking. Talk about missing the point.



PRINCE CHARLES

King-in-perpetual-waiting frets on the heels of lesser royals drinking they're worthy of top jobs "without ever getting in the necessary work or having natural ability." Many royal watchers share his concern.



BARBARA BUSBY

Florida woman captured 20-year-old grizzly cheese sandwich with burned image of Iraqi Mary. No accounting for taste, but seems likely Mother of Christ would choose less cheesy excess. Busby says sandwich brought her "distress." Add just a little more if they ate cheese.



PORTY THAWNS

During heats International World Toilet Summit: 150 academics and experts (and who isn't?) discuss ways to better service a basic need. No word if anyone tackles source of much global conflict: toilet—up or down?

Mansbridge on the Record



SATURDAY NIGHT FEVER

The community arena is one place to feed the weekly hockey game habit

WHAT HOCKEY? (sigh) I've been getting my Saturday hockey fix, and in that I'm in front of a TV. And it's been a lot more fun than watching millionaires play for billions. I've been down at one of my community's arenas with hundreds of other parents, watching my five-year-old playing his first year of organized hockey.

My son has been waiting for this moment since he first watched his league hockey on Saturday night TV three years ago. Of course, he's thinking out it isn't quite as easy as it looks, and that's about quite the learning curve far be it of us. Have you ever tried explaining a job step to a five-year-old?

Late this summer, we went to the sports store to get all the required gear. His excitement mounted almost as fast as the pile and the bill. With all the goods—hockey, mouthguard, shin, jersey, gloves, pads, socks and more pads, shoes and sticks—the total came to more than \$400. All of which made that first hockey practice quite the moment: five minutes and five snotbursts in, he was at the bench crying. "Dad, I don't think I can play hockey, it's too hard." With tears running he changed his mind and headed back out, and, oh my God, I stopped calculating what I could get for all the equipment on the second hand market.

After three practices, he was starting to get the hang of it, although he's clearly going to be a slower like his dad once the seasons to skip half the pylons when the coach isn't looking.

As for dad, I've been watching more than one scene I've been hearing about all these years—hockey moms and dads living it by

trying to go from observer to participant. So far, I've only seen one parent do that—and I was shocked to discover that the parent was me. There I was, leaning over the rinkside glass, suggesting something while my son had that "Please Dad, you down" look on his face.

Meanwhile, the owners and the players can't even find a way to pick up the phone and talk to each other. Both sides seem convinced the other will fold first. The concern isn't war's horrors, claiming they'd be long railroaded the old sport had continued. The play on any they're a united front, and for the most part they have been. Hundreds of players have found themselves in European wars like the *Sheriffs of Nottingham* ("Go Dufferin Go" has a nice ring to it, doesn't it?).

The general consensus is that if some thing doesn't happen soon, we're heading for an announcement early in the new year that that season, all of it, will be cancelled. Some Canadians are pretty a-pieria to this, but others are finding their minds to fill that watching professional hockey Sunday night news are quelling or fearing last season's hockey ratings, and CFL play-offs are enjoying bigger crowds both in the stadiums and in front of TV sets.

As for my Saturday hockey experience, it's been moving along quite nicely. Still no organized games yet—that starts next month—but there have been some good screenings. My son will dogs it a bit in practice, but he's a fireball who loves to shoot in the five minutes sessions they play afterwards. Just last week his side won 3-1—and he scored four goals. Who needs Coach's Corners to figure that out for us? And oh yes, we learned to stay seated and keep my suggestions to myself, much to the relief of the Rocket dave. There on the ice.

Peter Mansbridge is Chief Correspondent at CBC Television News and Anchor of the national 7p newscast. E-mail: pmans@cbc.ca

FaceTime

Big gun

It's a big jump. Canada's chief of defence staff, Gen. Ray Henault, is over behind a buckled-out force of 40,000, and four suits confirmed to back. As the new chairman of NATO's military committee, he will be able to provide one of the biggest fighting alliances in the world, with some say, sufficient points of view. A bilingual bilingual, Henault, 55, born out a French



Big gun! In the end, it wasn't his anti-South march that did him in, it was being his last target on the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show.



Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show.



Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show.



Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show.



Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show. A former chief of defence staff, Henault, 55, was named to the post of the Prime Minister's show.

Canon

Show. Don't tell.

Because Canon cameras understand Canon printers, and Canon printers seamlessly understand Canon cameras, the results are incredible. Here's just one example.

A college friend moved to Brazil a few years ago

He'd casually tease about Rio de Janeiro Carnival

Every year he'd invite me, sending

meals with photos attached, and

I had always turned him down

Until this year

I packed some shoes,

sandals, and my new

Canon PowerShot digital

camera. I knew my

Canon photo printer

could understand the

workings of my PowerShot camera.

Whatever images of Rio I captured

would instantly become his quality photo prints.

Immediately I was immersed in days of colourful costumes,

costumes and culture. First I captured the vibrant colours and

moves of the street dancers. The camera's DIGC imaging

processor worked flawlessly, sequencing the entire routine.

Next I got shots of the rowing floats. Using Auto

macro, coupled together with my Genuine Canon lens.

I grabbed both wide and close-up shots as they glided

down the boardwalk. Some absolutely vivid images.

I couldn't wait to print the shots. Luckily,

my friend had just bought a new

Canon PIXMA photo printer. Right out

of the box the FINE inkjet made

delivered phenomenal

photo-quality

shots. On top of

that, it performed

borderless and double-sided printing with its

built-in Auto Duplex unit. It instantly produced a

photo album of Carnival before my eyes. The Canon

printer seamlessly understood my Canon digital

camera and the results were unbelievable.

But enough talk. Rio can't be explained, only shown.

Perfect for Canon digital photography.



Canon KNOW HOW™

WORLD

SECRET AGENT MAN Already hounded by criticism that it dropped the ball in advance of the 9/11 attacks, the CIA was in further turmoil when two high-ranking officials resigned after clashing with Porter J. Goss, the agency's new director. Goss, out to overhaul the agency at the urging of George W. Bush, also circulated a memo telling employees they must support the Bush administration in their work.

MIDDLE EAST Radical Palestinian groups Hamas and Islamic Jihad announced they would not take part in the Jan. 9 presidential election to choose a successor to Yasser Arafat. Hamas also said it wouldn't suspend attacks against Israel in the run-up to the vote. Mahmoud Abbas, who is widely expected to win the election and who narrowly escaped injury in a Nov. 14 shooting, has promised a crackdown against radicals, including young extremists in Fatah, the movement founded by Arafat to which he belongs.

NUKES Russian President Vladimir Putin said his country will deploy new nuclear missile systems greater than those of any other country. Russia has been trying to develop weapons that could include a missile defense system such as the one currently being designed by the U.S.

Iran, meanwhile, concluded a fragile



agreement with Britain, France and Germany to keep enriching uranium. Reports from Iranian opposition groups, however, claimed that the program was continuing—and that Iran had obtained nuclear bomb blueprints and weapons-grade uranium. In another headbanger, the U.S. accused Tehran of trying to modify its new long-range missile to take warheads.

PRESIDENTS In the pouring rain—he said his mother had always called it “liquid sunshine”—Bill Clinton presided over the dedication of his presidential library in Little Rock, Ark. Among those attending were

GETTING OFF

High on cut-the-suspensions, President Clinton bet it, kicked and roared on a 21-year-old mother man they found sleeping in an alley. They also videotaped it. If a Casey court reviewed the tape, chalking perhaps it would draw attention to the copious red. But the government sentences given to the two residents, both now 20, filed handwritten affidavits, who say the pair got off easy.

President George W. Bush, his father, former president Jimmy Carter, John Kerry, and Al Gore, Clinton's vice president.

HUMANUS New evidence found near the Savannah River in South Carolina suggests that humans may have been present in North America 50,000 years ago—some 35,000 years earlier than previously thought. Some scientists, though, questioned the validity of the new evidence.

HW INDEXES Retail giant Kmart will shell out US\$11 billion to buy Sears, Roebuck, in an effort to compete with Wal-Mart, which has become the biggest retailer in the U.S. The deal will make the new company the third-largest retailer in the U.S., behind second-place Home Depot.

FOX HUNT British legislators invoked the rarely used 1949 Parliament Act to force a ban on fox hunting into law. The move ended a standoff with the unelected House of Lords, which opposed the ban.

BORN TO RUN Endurance running, which evolved two million years ago and allowed human ancestors to hunt and scavenge over great distances, has matched in our current body form, researchers reported.

WHORE'S RAMP Rumors about Kim Jong Il were rampant after some diplomats reported that portraits of North Korea's erratic dictator were being removed. While North

Skincare inspired
from dermatological
treatments.



Discover the at-home
alternative to professional
micro-dermabrasion.



L'ORÉAL
PARIS

BY TIM DOUGHER





DERMO-EXPERTISE

In just 2 minutes,
re-texturize, re-illuminate,
rejuvenate your skin.

New
ReFINISH™
Micro-Dermabrasion System

Only ReFINish combines the same super-smoothing
Aluminum Oxide Crystals dermatologists
use with a soothing **Bioactive Complex**.

Just two steps, two minutes, twice a week.
Experience the healthy looking results of a
micro-dermabrasion at home. Fight uneven skin
texture and surface sun damage, even diminish
fine lines.

Real Results on Women*:

- 96% saw impurities and dead skin cells removed
- 89% saw skin texture refined
- 85% saw more even, clarified skin tone

Dermo-Expertise.
From Research to Beauty.
Because You're Worth It.

For the latest on at-home dermatologically inspired skincare,
visit www.lorealparis.ca



L'ORÉAL
PARIS

Micro-dermabrasion: The secret to skin renewal

by Dr. Danielle Marcoux, Dermatologist



Dr. Danielle Marcoux
Consulting Dermatologist for L'Oréal Paris

The skin is the body's largest organ. It is also an organ that constantly renews itself. The most superficial layer of the very top of the skin dries out and then flakes off to slowly reveal new skin. Dead skin cells may not shed evenly causing skin to appear uneven and rough. Furthermore, some external factors, such as sun damage, can cause imperfections, leaving your skin looking one feeling older.

The secret to smooth, renewed skin

One of today's leading non-invasive, cosmetic dermatological procedures provides a solution to help reveal fresh healthier looking skin—medical micro-dermabrasion.

What is a medical micro-dermabrasion procedure?

Medical micro-dermabrasion exfoliates the skin with projected Aluminum Oxide Crystals to remove the top layer of the skin, where dead cells are present.

What are Aluminum Oxide Crystals?

Each particle of crystalline material performs a gentle, precise exfoliating action. Aluminum Oxide Crystals work to smooth the skin's surface, reduce the appearance of pores and even out skin tone.

How does it work?

Using a fine device to apply tiny crystals across the face, a medical micro-dermabrasion procedure combines gentle abrasion with suction to remove the dead, outer layer of skin. As with other skin rejuvenation techniques, more than one treatment may be needed to reduce fine wrinkles and unwanted pigmentation.

By removing the top layer of the skin, medical micro-dermabrasion treatments can help remove thickened skin areas resulting from certain environmental factors, and reduce the appearance of pores by unclogging sebum (oil) buildup and helping to eliminate blackheads. If treatments are performed regularly, medical micro-dermabrasion can also reduce the look of fine, superficial lines as well as some blemishes which may be caused by sun damage.

Protect your new skin

Following a medical micro-dermabrasion, you must always apply a high-quality moisturizer containing a Sun Protection Factor of at least 15. Moisturizing is absolutely necessary to make the skin soft and supple. Furthermore, the SPF contained in the formula will help protect the skin's newly refreshed, rejuvenated look by serving as a shield against damaging UV rays.

The benefits of micro-dermabrasion

Smooths the surface of your skin
Reduces the appearance of fine lines and pores
Evens out your complexion
Eliminates skin, making it more radiant
Reduces the texture of your complexion

In the short term

Your complexion is brighter
Your pores appear smaller
Your makeup application is smoother, flawless

In the long term

Desiccation and some surface changes which may be due to sun exposure are minimized
Your complexion is more even
Your skin looks smoother, more luminous and poreless
The appearance of fine lines is diminished

The latest on micro-dermabrasion

Until recently, only your dermatologist could offer you this rejuvenating procedure. Now, new cosmetic techniques inspired from medical micro-dermabrasion help provide benefits such as smoother, refreshed skin and a visible reduction of fine lines, pores and hyperpigmentation.

UPFRONT

Korean officials said nothing was wrong, some observers speculated about a power struggle. Others, however, still Kimm may be trying to undermine his image.

CANADA

F00. The Canadian Radio television and Telecommunications Commission ruled that right-wing Fox News can bring its self styled "fair and balanced" coverage to Canada. Fox is likely to begin broadcasting on Canadian digital cable by the new year.

ANXIOUS SWINE Justice Minister Irwin Cotler said Canada should suspend defense over laws prohibiting the right to die. His statement comes in the wake of a case in which Evelyn Martin of B.C. was found not guilty of helping two women commit suicide.

LAND CLAIMS The Supreme Court ruled that governments must consult with Aboriginals before allowing such activities as logging or mining on disputed Crown land.

OLIA VU It was an idea whose time, many hoped, had come and gone years ago. But last week the Greater Toronto Airports Authority unveiled a plan to build a \$2 billion "airport" airport for Lester B. Pearson International in Pickering, 25 km east of Toronto.

BY THE NUMBERS | AFTER THE UNITED STATES ELECTION

With George W. Bush having won a second term in office, the Maclean's/Rogers Media poll asked Canadians: They agree or do several controversial issues. The results:

How likely is it that the U.S. will win the war on terrorism?

Very or somewhat likely 37%
Not very or not at all likely 63%

How likely is it that the U.S. will ever capture Osama bin Laden?

Very or somewhat likely 44%
Not very or not at all likely 56%

Does the Canadian or U.S. electoral system better reflect voters' preferences?

Canadian 73%
American 27%

On Election Day in many U.S. states, citizens also vote on legislative propositions that would become law if passed by the voters. Should this be the case in Canada as well?

Somewhat or strongly support 50%
Somewhat or strongly oppose 50%

Would you vote to allow same-sex couples to officially marry and register their marriages like other couples?

Yes 52%
No 47%

SOURCE: POLLING CANADA/ROGERS MEDIA/2001-2002

national in Pickering, 25 km east of Toronto. That was a controversial idea three decades ago, and it remains so today. On the day of the announcement, protesters gathered to voice their opposition to the plan.

SWES According to newly released documents, HMCS Chicomotum had a host of problems when Britain handed it over to Canada in early October. Among them: difficulties drawing in fresh air, software

glitches and rusting. A military inquiry is investigating the Oct. 5 electrical fire that took the life of Lt. Col. Chris Saunders.

SENATE Paul Martin threw cold water on Ralph Klein's hopes that he would appoint elected Alberta Senate nominees. The PM said he is in favour of Senate reform, but that change should not be implemented piecemeal. Three of Alberta's Senate seats are currently vacant.



GOOMBAH?

Has that embattled leader Jean Chrétien's days as a political figure come to an end? A study released in the U.S. suggests Chrétien was a leader in the Montreal media, saying he recognized him from a 1993 video. Chrétien denied the allegation, saying, "I don't know any of those people." For years, however, he had been the Montreal's accountant for companies owned by fellow St. Lawrence County, who went to jail for his part in a mob hit. That connection kept Chrétien out of the 1993 Ontario cabinet in 1993, when the RCMP did his background check.

Mary Janigan | ON THE ISSUES



THE NEW ROAD SHOW

Our trade minister wants to push exporters beyond the U.S. into emerging economies

THERE MAY be a smidgen of frost in the baby-breath air this week as International Trade Minister Jim Peterson woots another thriving emerging market. The Brazilian one is still miffed at our zealous efforts to ban their beef imports and decry their regional jet subsidies. But Peterson, against rather daunting odds, remains optimistic about his five-day trade mission: "I will do everything to make sure we can put the United Beef behind us," he says earnestly. "We are going to send the strongest possible signal."

Such sunny determination is probably the only way for the usual lawyer to proceed. Until Ottawa completes its foreign policy review, probably early next year, we essentially have no official trade policy—because trade, foreign aid and defence are part of that analysis. To add to the confusion, the PM discouraged international trade from foreign affairs last year to emphasize the importance of commerce. But the split remains controversial and disruptive. "The critical question is: what is our trade policy?" says Alan Alexander, research director at Toronto's Munk Centre for International Studies. "We are all scratching our heads about what they are doing administratively and at the broader strategic level."

Meanwhile, Peterson's family juggling multiple strategies. He is sticking with his traditional preference for multilateral trade pacts such as the 148-nation World Trade Organization. Although many trade analysts maverick that talks in the latest round are going nowhere, the more cautious "everybody is deterred" than

key meetings in December 2005 will succeed.

But that's just one track. Peterson is also beefing up our U.S. presence, opening seven new consulates within the last year, if only because the U.S. takes four-fifths of our goods and services exports. And he is aggressively courting emerging markets, especially in India, Brazil and China. He plans trade forays to China and India next year—and is talking about investment pacts. "A lot of businesses have grown complacent because of such easy access to the U.S. market," Peterson says. "They have not looked to the opportunities in less mature economies. I am quite prepared to do this push."

This task is wrenchingly complicated by rapid mutation in 21st-century trade. Almost one-third is now so-called "extra-firm" trade: companies cobble together products with inputs from their branches in different lands. In fact, one-third of what China exports is used at home; the rest is re-exported as parts for other goods, largely to affiliated firms. To uplice ourselves into those intricate supply chains, and to stay there against furious competition, Canada needs foreign investment here—and domestic investment abroad. And it needs to push our financial and technical strengths—its engineers will say that. To cement our ties, Peterson will even be urging our businesses to connect in Brazil. "A few years ago, people would have thought that was hairy," he notes.

It's a tough world. We are losing market share in China despite our handsome links. Here and in other emerging markets, Peterson is tapping the advice of ethnic-Chinese groups in Canada. And he has secured guarded opposition needs for his push for more promotional funds. But the school reformers from huge obstacles: domestic inertia and aggressive competitors. "We can only hope Brazil is forgiving—and flush with cash."

Mary Janigan is a political and policy writer. mary.janigan@maclean.ca

Passages

CHARGED The U.S. Securities and Exchange Commission charged media baron Conrad Black and deputy David Radler with fraud, alleging they bilked millions of dollars of Hollinger International assets from share holders. The U.S. regulator also wants to bar Black and Radler from serving as officers or directors of a publicly traded company.

DEED In private life she was a tough-minded corporate accountant. But Ellen Fardough will be remembered more for becoming, in 1957, Canada's first female cabinet minister: secretary of state, then minister of citizenship and immigration in John Diefenbaker's government, even though she was by no means pals with the Chief. Fardough died after a long illness in a Hamilton nursing home, two months shy of her 100th birthday.



WON Shole Mandu with the Devil, retired Maj. Gen. Romeo Dallaire's culturally brutal account of Rwanda's genocide in the mid-1990s, won the Governor General's award for English non-fiction. **MILK** *Milk* by Andrea Skehan, a novel about a race against time to stop a deadly bioterrorist in Montreal, took the fiction prize.

DEED With team captain John Muggen, who founded CIBC's the Royal Canadian Airfarmer 1973—creating prototype for Mike from Carleton, also, a poet he played until his retirement in 2001—died of a heart attack in his Toronto home. He was 74.



GUILTY Guy Cloutier, the Quebec show-biz promoter who decimated the singing Seneca and built a \$20 million empire, pleaded guilty to sexually molesting two children, once in 10-year-old and the mid-1980s. The shocking admission included the fact he had produced the million-selling Cloutier, 64, who is to be sentenced Dec. 20.

TAKEN OUTSIDE AND GIVEN A GOOD BEATING

FASTER THAN PORSCHE BOXSTER PORSCHE CAYENNE BMW X3 AUDI ALLROAD QUATTRO

RAH GROUND CLEARANCE POWER 0-60 MPH IN 8.2 SECONDS CATERPILLAR CENTRE OF GRAVITY WEIGHT

RAISED

HIGHER THAN LAND ROVER DISCOVERY MERCEDES-BENZ GLENDORF

LOWEDED

DESIGNED

SUBARU
ALL WHEEL DRIVE

The all-new 2005 Subaru Outback. The outstanding traction, balance and control of the Subaru symmetrical full-time All-Wheel Drive system, standard. The rugged off-road capabilities of an SUV. The power of a 250-hp, turbocharged boxer engine. 0-60 mph in 5.9 seconds. It's time to launch the sports car. The Subaru Outback. For more information, call 1-800-4-A-Subaru.

© 2005 Subaru of Canada Inc. All rights reserved. Subaru is a registered trademark of Subaru Corporation. All other trademarks are the property of their respective owners. Subaru is a registered trademark of Subaru Corporation. All other trademarks are the property of their respective owners.



Terrorism | PERVIZ MADON, AIR INDIA WIDOW

'THOSE GUYS NEED TO KNOW WHO I AM'

SAM MADON, a marine captain, left Vancouver on June 23, 1985, a day before his 41st birthday, to join his wife, Perviz, and young children, Eddie and Natasha, who were staying family in Bombay. His plane, Air India Flight 182, exploded off the coast of Ireland in co-ordinated bombings that killed 331 people in Canada's worst mass murder. For 38 months, two B.C. men, Rajadaraz Singh Mithal and Ajit Singh Bagri, have stood trial in Vancouver for their alleged role in the bombings, a conspiracy by Sikh extremists. The prosecution is expected to conclude closing arguments this month, a verdict should come by spring. Perviz Madon, a North Vancouver family services worker, has waited 20 years to hear it.

How did you learn of the attack?

They called me to let me know the flight had gone missing. I was driving to work at the airport in Bombay, usually I flew out that night and had to wait in London

because the Indian authorities were not ready with the bodies. Later, I learned the body—I was lucky to have received the body. Some things I don't remember at all. It's terrible. The body shut down, then died in a shadow.

It was such a public death, it must have been tough not to be able to grieve in private.

That has been one of the hardest things to deal with—we haven't been able to heal. It's been difficult for the children growing up in the media. Hopefully, by early next year, we'll look at it all, throw it away and not have to talk about it ever again.

How has your family fared?

I was 36 years old, a woman in my prime. I haven't remarried yet. My children have grown up well. Eddie is an accountant. He recently opened an Indian restaurant. Natasha got a master's in criminology.

That's interesting.

You wonder why the criminology? Yes, people ask her that. Apparently so many children of this tragedy have gone into criminology, policing or to work as lawyers. Maybe he needed to find justice somehow.

You faithfully attended much of the trial. Why?

I need to be there for my husband's memory. Those guys sitting there [the accused] need to know who I am.

Don't you find the courtroom surreal? It's a fortress, the accused behind bulletproof glass. Yeah, sometimes you just wish it wasn't bulletproof. I feel, in this criminal justice system, the accused have more rights. How many times did we hear that their Charter rights have been violated? What about ours?

Which witness affected you the most?

It was the woman who was involved with Mr. Mithal and testified against him. She's in witness protection now. She had everything to lose and nothing to gain. She's destroyed her life. I'll never be able to look her in the eye.

Did the outrage over these murders cool the climate for Sikh extremists?

A minority of people may have thought it would be a good thing to get an independent state of Khalistan from India, but they did not want to achieve that through terrorism. What did they achieve in the end? Nothing. Nothing! That's what's really upsetting. My husband died in vain. After all that, there was no state of Khalistan, nor will there ever be a state of Khalistan. The world is watching us right now. What message is the world going to get across? **KEN MACLEANS**



Traditional toothbrushing is over.

Start experiencing next-generation sonic technology and bristle tips that move three times faster than all other leading power toothbrushes. Sonicare 1800's powerful cleaning action reaches deep between teeth and below the gumline.

Start receiving clinically proven benefits from the sonic toothbrush used and recommended by more dental professionals worldwide. Sonicare provides superior plaque removal, reduces coffee, tea and tobacco stains and reverses gingivitis. For whiter teeth and healthier gums in 28 days, guaranteed.



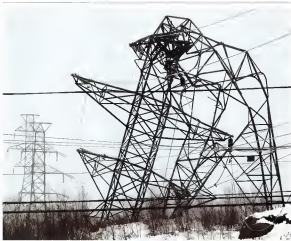
clinically proven benefits

Stop Brushing • Start Sonicare

sonicare
the sonic toothbrush

PHILIPS

Available at participating Costco outlets, Linens-N-Things, London Drugs, Personal Edge, Pharmaprix, Shoppers Drug Mart, Wal-Mart and Sams Clubs.
Call 1-877-766-6227 or visit www.sonicare.com for a retailer nearest you.



BRRRR, GRRRR

A third big outage leaves Nova Scotians all fired up

FIRST CAME SNOW, then winds up to 75 km/h and near-zero temperatures, and when it was all over, then the storm really hit.

Early last week, the first snowstorm of the season pumfled into Nova Scotia, dumping up to 45 cm of snow and freezing rain on some parts of the province. The conditions toppled 12 wood and metal transmission towers and tore down wires, leaving about 100,000 homes and businesses without power. For Nova Scotians, it was the third significant outage in little over a year. Hurricane Juan's devastating winds of up to 157 km/h left 300,000 without

power last September, and in February, a weather bomb (Environment Canada nicknamed it) had just obliterated Nova Scotia—breaking a record 95.5 cm of snow on Halifax—leaving 30,000 in the dark. Difficult at Nova Scotia Power Inc., a for-profit Crown corporation privatized in 1992, knew even in last week's snow was falling.

That another sort of storm was brewing. The utility received more than 250,000 calls in just 12 hours on Nov. 14. The week-long, chief operating officer Ralph Tachon cautioned it could be

the end of the week before everyone had electricity. Working round the clock, emergency crews, including 55 from New Brunswick and Maine, had restored power four days later to all but 500 customers.

That simply wasn't good enough for many frustrated Nova Scotians, who argued the transmission system should have been able to weather what was, in fact, not an unusual winter storm. The utility countered that its infrastructure is solid. Even so, the Nova Scotia Utilities and Review Board agreed to Premier John Hann's request to conduct an inquiry to determine if Nova Scotia Power was prepared and reacted appropriately. It would be easy to guess Tim Tachon's opinion: The rest of us had gone to the big

store to demand answers 36 hours after her Hubley home was without power. "It's unacceptable," she said during a telephone work. "I don't live in a Third World country."

Angry customers say the transmission towers should have withstood the storm



IBM

IT'S STORAGE. IT'S FLEXIBLE. IT'S YOU.

Yes, you. Whatever is vital to you—x-rays, blueprints, customer information—storing vast amounts of data is important. Even more important is access to that information. Having data right at your fingertips. Welcome to the on-demand world enabled by IBM TotalStorage® systems. Where your servers and storage work together to better manage data across your organization, giving you a broad range of storage options. Thus, a total recognition of TCO, scalability and flexibility IBM TotalStorage is for you. Find and learn the whole story at ibm.com/totalstorage/total

IBM TotalStorage®

DOWN AND OUT

Not everyone is sharing in the new Russia's riches, writes ALEXANDRE TRUDEAU

Maclean's Contributing Editor **Alexandre Trudeau** has reported from Moscow on the New Russians and their wealth (Nov. 15), as well as the Communist old guard (Nov. 22). In this week's installment, the last of his series, he writes about those who are not sharing in the riches of Russian capitalism.

NADESDIA IVANOVNA lives in a concrete jungle on the fringes of Moscow, an area made up of row after row of concrete block housing. Before arriving at her building, photographer Heidi Hollinger and I stop at a store to pick up something to bring to her. The bright mini-mart offers some 30 varieties of cheese and a large selection of fruit. Even in remote and rough suburban Moscow, Soviet consumer samizdat is a thing of the past. You can now purchase whatever you want in Moscow, if you have the money.

Nadesda's flat is accented off a duck and grey metal wall that smells of urine and baked cabbage. The apartment is minuscule: a one square metre kitchen and a tiny bedroom/sleeping room. Nadesda is a little, benevolent (old woman) of about 65. She is slowly going blind.

Her sitting room is dominated by portraits of the same man: her son, Vladimir Yousin. He is seen in various poses: as a young man in his military uniform, with his camera, outside in the snow. Vladimir was a photojournalist for a Moscow news agency, and a friend of Gorbachev. A few years ago, he went to Chechnya, but on arrival at the airport in Grozny he was apprehended by some Chechens. They hauled Vladimir into the mountains and demanded a ransom for his release. He was regularly marched from one hiding place to another, but Vladimir had a bad heart and had trouble keeping up. On one arduous trek, he lagged badly behind. His Chechen kidnappers executed him on the spot and left his body there. Nadesda lives for only one thing: to get her



son's remains back, and to bury his bones so that she herself can die in peace. Some efforts were made, but the remains belong to the Chechens, and Russian search parties are not welcome there.

Nadesda exemplifies the plight of the old and disadvantaged. In war-torn Russia, the elderly and sick have no one to rely on the young

to survive. With the death of her only son, Nadesda was cast to the wind. She receives a pension of 1,500 rubles a month—about US\$50, barely enough to cover her medicines. Her name, Nadesda, means hope.

IN MOSCOW, there are few actual taxes that target a single, all you have to do is stand with



your head out. Before long, someone will stop. Almost inevitably, the car is a beat-up Lada. You tell the driver where you want to go and negotiate a price. Four dollars worth of rubles will get you halfway across town.

This unofficial taxi service is a catch-basis job for thousands of unemployed men. All that is required is a vehicle, and Russians

can keep old Ladas running for years with pocket change. Understandably, the driver profits a usually a pretty rough one. Noodles are not the norm: you get in the car, the man behind the wheel looks at you, you bark at him, and you are off.

Olga is a pleasant exception. His Lada doesn't smell of sweat, stale cigarette smoke

Chechens from behind. Left: Trudeau with Dima; material pockets still scar the landscape. Nadesda grieves for her son.

and booze. He is gentle, even soft-spoken, and becomes my driver of choice during my stay in Moscow. Dima is a Russian from Ukraine who has lived in Moscow for five years. History is common one. He came to the Russian capital to find work, but the Moscow city authorities is extremely stingy in setting out new residence permits, lest the city become swamped by outcasts seeking employment in the only place in Russia where work is plentiful. Legal employment in Moscow, though, requires a valid residency permit. So, to get by, Dima, like many others in his position, has resorted to offering up his car as an unofficial taxi.

"I am Russian, but because I lived in Ukraine when the Soviet Union split apart, I now have only Ukrainian citizenship," he tells me. "I have applied for Russian papers, but they require that I have a valid residency permit somewhere in Russia. But to acquire Moscow residency, where I actually live, I need to have Russian citizenship or proof of employment in Moscow. What am I going to do?" He shrugs. "I just keep driving."

Russians like Dima are in sharp contrast to the wealthy and contented New Russians. These masses struggle to live out their own little existence. They work, get money, buy food, stay out of trouble and hope no great misfortune befalls them. If something bad

THE MACLEAN'S READERS' CHOICE HEALTH CARE ADVOCATE OF THE YEAR

Brought to you by
AstraZeneca
life inspiring ideas

Tell us which Canadian made the
most significant contribution to
the health care field in 2004:

- JOHN KASTNER
Every kind-wishing director of *Alzheimer's Disease*, a documentary on the institutionalization of seniors
- PIERRE GUERTIN
Developed a drug that could help those with spinal cord injury to walk
- CAROLYN DUFFY
Found a simple way to detect the source of E. coli-contaminated water
- OTHER

**CAST YOUR VOTE AT
MACLEANS.CA**

You can also vote for your favourite entertainer, athlete and news event. Plus, tell us who should be the **Canadian of the Year**. Polls close December 18.

Find the results in the *Maclean's* **Canadian of the Year** double issue, on newsstands December 20.

MACLEAN'S

ROGERS
New World Right Now

Russia | >



Outside of Moscow, villages still seem like the old Russia—and are home mostly to the old

should happen, they endure their suffering like Russians. They don't complain because no one will listen. Broken down, they lie up their heads up, almost proud, almost saying, "Look how well we can suffer!"

Dema has very little to grieve or to live from changes at the top. Look for what he thinks of President Vladimir Putin, and his latest interview to acquire more power. "What do I care?" he says. "It is none of my business. Putin does his thing, I do mine."

One day, Heidi and I get Dema to drive us out of Moscow. Having already seen the New Russian districts here, I tell Dema, "I want to see the end of Moscow." We drive toward the southeast. Past the city's outskirts, and the vast urban jungle of concrete housing complexes—some of them old Soviet monuments, some brand new developments—we reach the rolling, forested hills of Russia. Here on the fringes of Moscow, they are still scared by harsh patches of industrial-smoke-saturated thermal plants that fill the sky with acid smog, raised fumes and even oil by truck.

But old Russia also peeks in head up in these hills. Little villages of crooked wooden sheds emerge from the forests. So close to Moscow, these villages are slowly being absorbed by the sprawling megapole. But if they still have dirt roads and cobblestone paths, they welcome to the aged, hunched-over babies

with dirty fingernails and bent-waisted hands, dressed up, not like old men wrapped in swollen coarse-wearing peasant coats. And back and I walk through one such village, they look right through us as if we weren't there. Heidi approaches could maybe observe the hinges from an old door as a trash heap. She tells there what they think of things in Russia these days. They ignore us for a moment, then finally show. "What do you think? Look at what has become of our lives."

When we get back in the car, Dema is angry about the old people's reluctance to talk to us. "What are they so afraid of?" he complains. "They think they are still living in the days of Stalin, that any moment they will be arrested and deported. As you can see, they are just out of it. Poor people."

We drive on to the industrial town of Pograd, where we stop for lunch. In a dingy little cafe, at the table next to ours, young university students are happily chatting away. We ask them if they care about politics. Yes, they answer, a little surprised. "Why are you surprised?" I ask. "Because most young people our age don't care, but we happen to," one says. "Why?" I wonder. "Maybe because we are economists and political science students," another replies. "We know our future depends on politics." What do they think of Putin's taking

Breakthrough

More than medicine, it's a way of thinking.

As Canadians, we're often defined by our approach to healthcare. And at AstraZeneca, we're proud to play a leading role in furthering a system which can guarantee all patients and doctors from coast to coast timely access to the most innovative and effective treatments available.

That's why, in addition to breakthroughs in treatments, we need breakthroughs in the way we as Canadians think about healthcare. Why limit the debate merely to the "sustainability" of our present system? How can we promote the achievement of excellence in every aspect of healthcare? By asking thought-provoking questions like these, we're not only encouraging a dialogue about the real, underlying issues. We're doing all we can to keep our healthcare system moving forward. At AstraZeneca, that's our commitment to healthcare.

www.astrazeneca.ca

The AstraZeneca logo is a trademark of AstraZeneca PLC and is used under license by AstraZeneca Canada Inc.

AstraZeneca
life inspiring ideas



"Look at what has become of our lives," villagers said while asked about the changes.

control of the governments in the provinces, and of the lower house of government? It's a little worrying, one student says, "but what can we do?" I ask them if they believe politicians can succeed in politics or in

business in Russia—and at the same time be an honest person. They laugh. "No. Definitely not!"

Dress is happy. "You are the difference between the young and the old in Russia."

he points out. "The young aren't afraid." There was a time here, in the mid-1990s, when political parties and professional politicians of all types were legion. Those days are gone. Putin's Unity party now has over 90 per cent of the seats in parliament, and widespread support. Despite some criticism, he is getting away with taking control of the media, and with expanding his power. There is even talk of him transferring or changing the constitution, so as to allow him to extend his presidency beyond the allowed two terms of four years each.

So far, the people most concerned about Putin's machinations are other politicians whose livelihoods have dried up, and the other rich oligarchs who are increasingly being targeted by the central government. Ironically, the erosion of democracy is being countered with the support of the people, or at least with their relative indifference. It would seem that if there is hope for a stable democracy in Russia, if there is a chance for a less corrupt government and a less ruthless society, then Russians are first going to have to learn to wait.

ROGERS sportsnet Magazine

WAYNE GRETZKY AND JIMMY WHO? • MAKING A KILLING AT CURLING • THE BUZZ ABOUT SNOWBOARDING • CANADA'S DUNHILL CUP WINNERS—10 YEARS LATER



Subscription: Magazine is a subscription. It is published twice a month and is available on newsstands. For more information, please contact: Subscription Services at 1-800-622-5326

More than the game—the whole story
In Maclean's Dec. 6 issue
On newsstands Nov. 29

Rogers Magazine is a subsidiary of MACLEAN'S

サイン?
もちろんいいよ!

"MY AUTOGRAPH? WELL OF COURSE."

ATHLETES OF SPECIAL OLYMPICS CANADA ARE PREPARING FOR THE WINTER GAMES IN JAPAN.

Support them, and all Special Olympics athletes of Sports Celebrating Diversity Day.

Get sports items! Autographs! Meet Olympic stars! Bookings • December 7, Winter Refugee Centre.

For tickets: 815-567-9290 • www.sportscelebrating.ca • Doors open at 7:00pm • Ticket price at \$10.00



Technology | >

rock hours, sometimes days, to download using previous generations of peer-to-peer programs. Butterfame grabs small sections of the files from different sources at once, greatly speeding up the process. It's the pirate's "killer app," and, according to a French Web study, it already accounts for one-third of Internet traffic at any given time.

Hollywood, not surprisingly, is very nervous. Most of the content filling both big screens and small is controlled by a few huge corporations such as Viacom Inc. (which owns CBS and Paramount Pictures) and Walt Disney Co. (ABC, Miramax Films). Privacy matters already annoy consumers there—companies like *The Sims* and ad servers, such as iAd, Rebut, that have yet to make it to retail shelves, are readily available online. Now another major revenue stream is under threat from downloaders who can select from a smorgasbord of targeted offerings demanded of commercials: brand new HBO and Showtime programs such as *The Wire* or *Tag*, shows not yet on Canadian TV such as the new *Batman* series, and episodes of *Enterprise*, which show up online before their Friday night airtime.

Television privacy isn't exactly a shocker to the media giant. Hollywood has long conducted ad campaigns aimed at educating consumers about the evils of downloading copyrighted content. The lawsuit and piracy poster bills in video rental shops, as well as a growing array of software wary computer users who wish to identify and remove pirated content from their machines. The companies have also been lobbying the U.S. Federal Communications Commission to institute measures that would safeguard TV signals. Earlier this month, the FCC came through, ruling that broadcasters would be permitted to embed a computer code, known as a broadcast flag, in programming. Makers of consumer devices capable of receiving digital broadcasts will now have to include a card that will allow viewers to watch and make personal copies of shows on VCR or recordable DVD players, but not to share them over the Internet. "What's really at the heart of companies' concern is uncontrolled media liberation," says Gervase McGovern. "The broadcast flag is a means to control that."

That's the polite part of the plan. There is also a more brutal strategy in the works. In his firm's speech, Cherian said, "Consumers need to understand that making a wrong, and there are consequences." These

consequences are lawsuits. Last week, the Motion Picture Association of America sued an unspecified number of U.S. citizens who allegedly swapped movies online, asking for damages of up to US\$150,000 per film traded. Hollywood hopes that a round of legal advances will give copyright privacy before it goes mainstream. After all, when the Recording Industry Association of America launched cases against more than 6,000 music downloaders last year, the pace of file sharing seemed to slow. That impression may have been an illusion, however, even though record companies saw an uptick in CD sales after three years of losses. Industry watch-



I WANT MY TV—HERE, NOW

New technology promising to give you instant entertainment gratification:

- PVRs and DVD recorders: TV's and similar gadgets save shows digitally so you can watch them when you wish, files can be easily transferred to a computer for uploading to the Net.
- Media hubs: store your digital entertainment—music, movies, photos, recorded TV shows—on huge hard drives.
- Extended: Wireless devices let you display on TV video you've stored on PC.
- Portable video players: iPods for video.

on any file sharing is so strong as ever, and getting costlier and more efficient. "Regrets of what people found in the early days of lawsuits," says Eric Garland, head of research firm BigCherry LLC, which tracks Internet activity, "the consensus now is that file sharing is hitting all-time highs."

For the real solution, media magnates might refer to Cherian's first rule of survival—the one about consumers wanting control, choice and convenience. Logging onto the Net and quickly downloading your favorite show in HD TV file formats that principle Unix makers of content suggest can easily rise above, the piracy fight is likely to keep getting bloodier.



Look Sharp.



"CAMERA OF THE YEAR"

Popular Photography and Imaging Magazine, 2005

"...UNRIVALED PERFORMANCE AT AN ATTRACTIVE PRICE"

digitalcameras

"...FASTER THAN ANY OTHER DIGITAL SLR IN ITS CLASS"

Nickol J. McNamee, Popular Photography Magazine

"...THE D70 HAS FIREPOWER"

Paul Marlowe, Television Star



THE NIKON D70 DIGITAL SLR

The critics agree, the Nikon D70 takes digital SLR performance to the next level with virtually instantaneous power-up and super fast shooting. For truly superior performance, choose the powerful DX-Nikkor 18-70mm lens and Nikon's new wireless flash system. All this and a 2-year Canadian warranty on the camera and a 3-year lens warranty gives you complete peace of mind. Get your hands on a Nikon D70, you won't let go.

D70 Body
\$1199^{MS}

D70 Kit
\$1649^{MS}



At the heart of the image

FOR MORE INFORMATION VISIT YOUR CLOSEST AUTHORIZED DEALER OR NIKON.CA

ADVERTISING SUPPLEMENT

FOR YOUR CLOSE-UP

▼ **CANON** Buy now that's for all the birds and whiskers you have come to expect from Canon's 6 camera series. With increased resolution and a new ergonomic design, this camera is a winner. \$799. www.can.ca



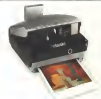
▼ **PANASONIC** The LUMIX digital camera combines world-renowned Leica optics with advanced digital technology. The TZ1 is just one in a collection of cameras that leads the perfect balance of art and science. \$995. www.pan-lex.com



▼ **HDSLR** The EasyShare HDX200 zooms double camera stories compared with professional quality HD optical Schneider-Kreuznach Superzoom lens. \$999. www.hdsr.com



▼ **NIKON** The D70 Digital SLR camera is the perfect gift for camera enthusiasts. Compact, lightweight and classically designed. \$1199 (body only). \$1700 (body and 18-70mm zoom lens). www.nikon.ca



▼ **POLAROID** The PolaroidHD allows you to take pictures in total ease that are ready to go. Unlike digital cameras, the PolaroidHD offers 35 slides in total proof performance with a 1/4 inch zoom lens and 40 megapixels. \$600. www.polaroid.ca

▼ **POLAROID** This is the first instant instant camera to include a premium 200 megapixel 8 megapixel lens. It also features dual 10 zone auto focus in close to 34 inches for bright images with superb depth of field. \$710. www.polaroid.ca

FOR YOUR ENTERTAINMENT

► **XBOX** The ultimate gaming console. Xbox revolutionises the way you play games. Incredible graphics, cinematic sound, intense multi-player features plus Movies, Music, and more. \$299. www.xbox.com



► **PANASONIC** New plasma displays set a new standard in clarity, colour, sound and viewing capability. Featured in the Tri-CRT42E, high definition crystal clear 37" plasma television. \$1890. www.panasonic.co.uk



► **VIEWSONIC** Turn your PC into a home entertainment centre with Viewsonic's description HD video processor. Turn any display into a high-definition, full screen TV and multi-media hub. \$299. www.viewsonic.com



► **SONY** The exclusive SDR4200 is visible to all players, offers the ability to record while simultaneously playing a pre-recorded source. Sony. www.sony.co.uk



► **SAMSUNG** The SC4600D features combines a new 20 megapixel and 4.0 megapixel digital camera in one. \$699. www.samsung.co.uk



► **SHARP** Perfectly portable, you can now enjoy crystal clear picture quality from virtually anywhere. Free loop wires and cords with Sharp's 15" wide-screen LCD-55 Super LCD television. \$2499. www.sharp.co.uk

FOR YOUR ENTERTAINMENT

► **CASE STUDY HOUSES** A momentous retrospective of the entire Case Study House Program (1945-60) with comprehensive documentation, brilliant photographs, floor plans and sketches. \$295. www.amazon.co.uk



► **24 SEASONS 3 & I ROBOT** Fox HomeVideo has a slew of new DVD releases out just in time for Christmas included in their offering: the complete 4-disc, third season of TV's longest award-winning series 24 (3500) and the summer blockbuster musical starring Rob Marshall (3940). www.fox.co.uk



► **FABLE 2 & FABLE** Two new Xbox games are selling like hotcakes throughout the Country. The highly anticipated Fable 2 is now offered in a limited edition (1300) while new playing adventure Fable (1545) continues to keep gamers playing late into the night. www.xbox.com



The Perfect Holiday Gift!

NOW AVAILABLE
ON DVD

★ **Ford's 40000** Forty Dark Barrel-aged Whisky "The richest tasting Canadian Whisky I have tasted. Who wants for spurs?" - Michael Jackson. Whisky Expert, 122.45. www.fords40000whisky.com



★ **TOP 10** Inspired by Academy Award-winning director Sofia Coppola, *Sofia's* *Blanc et Noir* is a glamorous treat that caters packaged in a first-class with a score 7.0 out 10.0.



▲ **WILLIAM S. MOWMA**, The Steak & Chop book offers more than 40 ways to follow recipes, including classic preparations and fresh new ideas. \$25. www.chefed.com



▲ **STEAM WHISTLE** The Steam Whistle Holiday Six Pack features holiday-themed neckties and a gift tag affixed to the top of the box. \$9.95. www.steamwhistle.ca

LOVE AT FIRST FLIGHT.

T

The VAIO T-series notebook is sleek, wireless and powered by Intel® Core™ Mobile Technology for battery life as long as an ocean. The 13.6" widescreen LCD with XBRITE™ technology delivers dramatic, eye-catching video to make movie watching a joy, all controlled with the convenient playback and volume buttons located just above the keyboard. At slightly over 1" thin and 3 lbs., and packed with exclusive Sony multimedia software, the T-series Notebook is the perfect mobile companion.

Sony recommends Microsoft® Windows® XP



SONY



the Sony store

London Drugs

sonystyle.ca

Please visit www.sonymstyle.ca or call 1-888-289-7669

[illegible]

FOR YOUR HOME OFFICE

▼ **APPLE iMAC** From the creators of the iPod, the new Mac OS. The futuristic design houses the entire computer, a color display, optical drive, hard drive and speakers inside its 17" or 20" display frame. www.apple.ca



▼ **APPLE iPod** No larger than a deck of playing cards, the iPod Photo is a design for the on-the-go user. Carry up to 1000 songs or as many as 25,000 photos at your pocket. www.apple.ca



▼ **SONY MINI DVD** The K2 mini is 140 millimetre compact, stores up to 45 hours of music, comes with a 3.5mm, built-in LCD screen and records standard at 10x speed from any source. www.sony.ca



▼ **SONY VAIO** The T-Series not looks like the typical mobile computer. Residing in a 20x with a 15.4" LCD widescreen and ultra-portable wireless LAN, this laptop is perfect for business and pleasure. www.sony.ca



▼ **CANON POWERSHOT** The CP 220 Photo Printer is the simple way to digital high quality photos directly from your compact size. Canon's direct print or PrintBridge enabled digital camera is canon.com www.canon.ca



▼ **CREATIVE MU2i** Creative's first digital music download player offers gift cards and a guide to those looking to support the legal digital music revolution. www.portaudio.ca

FOR YOUR HOME OFFICE

▼ **CASIO** As more and more CD-Rs are being used for data storage, the need for a means of data backup, just as easily done, has become a priority. Introducing the CWT (an print up to 40 discs in 5 different colours. www.casio.ca



▼ **LGSC** This portable with flexible design to create a data base, contact has added suspension and just slightly larger than a credit card. www.lgsc.com



▼ **LOGITECH** The Revolution 2.4 cordless joystick lets you concentrate on playing while a range of buttons and features fit your use in the top of the line for flight controllers, racing and games. www.logitech.com



▼ **LOGITECH** The ultra-thin Media Keyboard lets everything you need to take action. Type of the wireless technology offers in better's 10x "backlight" keyboard. Media of an optical mouse and Bluetooth hub. www.logitech.com



▼ **SAMSUNG** The SyncMaster TBM7 boasts a 15" 17" TFT LCD display with a built-in TV tuner, allowing computer, video and TV inputs. www.samsung.ca



▼ **HP** The Rugged Tablet PC is 2008 is designed to provide that rugged features and wireless computing capabilities for mobile users in extreme conditions. www.hp.com

FOR YOUR EVERYDAY NEEDS

▼ **KELETTA** Brew a cup of coffee at the work/bath/school time Pod Brewing System. Just pop in a pre-measured pod of coffee or tea, push a button and then a single-pour coffee is ready to enjoy. \$29. www.keleตตา.com



▼ **SWISS ARMY** A digital clock, alarm clock and timer are just a few of the 24 handy functions that come with the new pocket "Swissarm" multi-tool. \$69. www.swissarm.com



▼ **SONY** Introducing a 20 GB hard drive. Sony's Network Walkman NW-H8 is the latest entry in the digital music format. 20GB audio, hi-resolution, streaming music and AC power. \$199.95. In all locations. ©2002 www.sony.com



▼ **SAMSUNG** Connecting your video camera, digital camera and cell phone into one sleekly designed mobile device. Samsung's SPH-A2-2 changes the way you live, work and play. \$199. www.samsung.ca



THE NEW
WALKMAN
SPH-A2-2
SONY



▼ **HARLEY-DAVIDSON** This cool thermal jacket is the perfect gift for the motor cycle lover. Action pack, zippered cuffs and removable collar complete the design. \$119. www.harleydavidson.com



▼ **RCA** The DVD2700 Portable DVD player is for the person who is looking for mobile convenience and electronic versatility. Connects to video games, camcorders and televisions. \$199. www.rca.com

HOW TO GIVE EVERYONE THE PERFECT GIFT AND BE THEIR FAVOURITE SANTA

Start at Canadian Tire for delightful gift ideas



Start Smart Guide
INNOVATIVE NEW EXCLUSIVE



Let's get started

Start Smart
DISCOUNT. NO. CASH.



Family fun gifts

Tip for enormous fun

Get the excitement and thrills of a full feature remote-control monster truck, and of those monster wheels. Check out the headlights and cool interior. But what — wait — are the horns and revving engine? So, what are you for? Action is at your finger-tips with 3 6V rechargeable NiMH and charger.

REMOTE CONTROL
MONSTER RAMPARTER TRUCK
\$149.99
64-1013



Set your own fitness pace

Whether you walk or run for exercise, the Reebok treadmill helps you and your family stay on track to an active, healthy lifestyle, regardless of the weather. Treadmill features 8 pre-programmed workout options and adjustable power incline. Four LED windows display speed, time, distance, pulse, fat calories and calories burned. Mean 2 Cool™ workout fans built into console. 19 x 35" cushioned belt. Folds for storage.



Reebok

WALKER RUNNER TREADMILL WITH
175-HP CONTINUOUS-DUTY MOTOR
\$1799.99
61-1013

Ready for sleepovers

Light the kids with their own special portable bed. It features a cozy comforter that conveniently zips onto the mattress cover, which folds inwards and compact. Sturdy steel frame makes set up quick and easy. For storage. NAB conveniently into wheeled storage cart. Choice of Barkin, Pussies or Hot Blanket.

JUNIOR SIZE TWO DTD
FOR KIDS
\$69.99
64-1013



Start Smart
DISCOUNT. NO. CASH.

Celebrating ideas

Coffee or tea — one perfect cup at a time, every time

It's a faster brewer or quicker to brew up a cup or 4 cups to please both the coffee and tea drinkers in the crowd. Just pop in a pre-measured pod of coffee or tea, select 5-oz or 8-oz serving. No mess, no wait and in less than a minute, your freshly-brewed beverage of choice is ready to enjoy. Makes iced tea just as quickly. 28 oz capacity water reservoir.



ONE-STEP POD BREWING SYSTEM
\$89.99
40-1013



On-so-cool space-saving chiller

Style and function definitely mix in this unique vertical design. You can store up to 7 bottles of your favourite beverages in a space just 7-1/2" wide x 17 3/4" deep x 33" high. And it's easy to maintain the ideal wine temperature. With the electronic convection cooling system and 8 micro-processor-controlled pre-programmed settings, there's no guesswork.



SYLVANIA
7-BOTTLE ELECTRONIC
VERTICAL WINE COOLER
\$149.99
61-1014

Instant ambience where you want it

Add the toasty warmth and coziness of a fireplace, complete with realistic-looking flames, to any apartment or house. No installing, no assembly needed. Simply plug into a regular 120V outlet and click the remote control. Relax and enjoy the instant heat. Unit generates 4500 BTU/hour maximum heat output and 1450 watts of power. Choice of Medium Oak or Cherry finish mantel. Measures 40-3/4" wide x 40" high x 15-1/2" deep.



CENTURY
ELECTRIC
64-1013

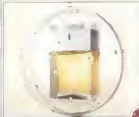
PORTABLE ELECTRIC FIREPLACE
WITH ELECTRONIC THERMOSTAT
\$449.99
64-1013

FOR YOUR EYES

WIPAC MEN BY MICHAEL MÜLLER. Super hero-themed cologne includes green flames, citrus, cedar and vetiver. \$50/100 (U.S.) 300 www.hugoboss.com



W MICHAEL KORS BY CRYSTAL ORNAMENT. A 1.7-oz bottle of this sparkling, seductive scent suspended in a clear, faceted crystal. Studded ornament. \$40 www.mkc.co



▲ MICHAEL KORS cologne. A 1.7-oz bottle of this sparkling, seductive scent suspended in a clear, faceted crystal. Studded ornament. \$40. Plus with pro-quality brushes for hair, eyes and lips in a matching apparel bag. \$24. www.michaelkors.com

W HUMMER. Rush sport, inspired by the famous vehicle. Notes are deep cedar, cedar, cedar and cedar. \$50 (U.S.) 304 www.hummer.com



W HUMMER CLASSIC PRESIDENTIAL EDITION. The classic American spirit celebrates its 40th anniversary with a signature bottle and cedar, cedar, cedar. \$50 (U.S.) 300 www.hummer.com



▲ HUMMER CLASSIC PRESIDENTIAL EDITION. The classic American spirit celebrates its 40th anniversary with a signature bottle and cedar, cedar, cedar. \$50 (U.S.) 300 www.hummer.com



MAGNA'S LAME HORSES

Is Stronach willing to bet the company on his money-losing racetracks?

"UNIQUE" is not a real compliment. Uniques are used when you're searching for something nice to say and can't find anything that sounds plausible. Like when somebody tells you, "Your shirt is really... unique." It's also commonly used by people who want to avoid the rules that everybody else lives by. As in, "I didn't think the expense account policy applied to me because of my unique position within the firm."

Sure it's hard to argue when Frank Stronach and his associates at the Magna group of seven parent units about their "unique entrepreneurial corporate culture," as they do habitually

There's no denying it: Stronach is one of a kind. He came to Canada 50 years ago with a few bucks in his pocket and built one of the country's biggest companies with hard work and muscle. He's a rarity in Canada, a chaebol entrepreneur who believes leaders should lead, managers should manage, and shareholders should stay out of the way.

Oh sure, he's aware of the push for greater shareholder rights. He just doesn't think all that governance claptrap ought to apply to him. Don't like it? Don't Stronach collects more than \$40 million a year for part-time consulting work and strategic guidance? Angry that he controls every company in the corporate family with multiple voting shares while holding a percentage of common stock? Well, tough act, buddy. Magna is unique, Frank says so.

But what's good in Frank's eyes isn't always so hot for investors. And nothing came (clearly) defines the tension between Stronach's interests and those of the company than the ongoing consolidation of Magna Entertainment Corp., the money-losing owner of 16 horse-racing tracks and the rest of Magna's corporate line.

MEC is 59 per cent owned by ME Development, Magna's real estate subsidiary, which is basically a real estate company that makes decent money losing buildings to other companies in the Magna group. But MEC is an afterthought for ME, and that hasn't done anything to help its cash flow. MEC's real estate business yielded a healthy profit of US\$11.5 million between July and September, but its share of the losses at Magna

Entertainment was US\$27.5 million. The company called the results "disappointing" and launched a review of MEC's operations, looking for ways to cut costs and raise cash.

At the point you may be wondering why an auto-parts company owns racetracks, especially when they lose money. Many have asked that very thing over the years. And the answer is simple: The loss figures pretty much in the future. "MEC will be one of the great global companies because of its unique concept," Stronach said in August.

Ah, but how to pay for Stronach's grand vision? Magna Entertainment needs money, and lots of it. Several of its tracks are in desperate need of renovation. One facing, Florida's Gulfstream Park, will alone cost about US\$45 million to fix up, and there are places

OH SURE, he's aware of the push for greater shareholder rights. He just doesn't think all that governance claptrap ought to apply to him. After all, Magna is unique.

to rebuild at least two other sites in Jersey land. Installing slot machines will help profitability in some locations, but it won't be painless, especially given the spread of legalized gaming all over the continent that often gambler's loss of chance in venues.

What makes things even more sticky is that those pesky Magna shareholders don't want the company's money used to prop up the racing business. In 2006, shareholder unrest got serious enough that Stronach had to promise not to use the auto-parts business to support MEC, at least until 2006. But that hasn't stopped him from trying to

find more change in Magna's cash cushion to fuel his beloved horse tracks.

Stronach thought he had the solution this summer when he proposed that ME Development would buy out the rest of Magna Entertainment, making the real estate business with the full responsibility of funding the racetracks. But shareholders of both ME and MEC rose up against the deal. MEC investors didn't like the price they were being offered, and ME shareholders raised the familiar warning about pouring more capital into the MEC money pit. ME's chief executive Brian Tobin, the former Liberal cabinet minister, resigned in the midst of the controversy after just five months on the job, and two other board members followed him out the door in the face of a shareholder meeting. Stronach eventually pulled the offer and is now looking for other ways to support MEC.

That first cost ME shareholders US\$2.7 million in corporate control to the failed takeover bid, but what's another few million between friends? Investors have grown used to money and being badly treated by Magna's corporate shenanigans. For example, Magna's 1100 parts were paid \$9 million a year to Magna Entertainment to operate and guests can golf on two MEC courses in Canadian America—enough money to buy 60,000 rounds of golf at \$150 a pop. That's 164 games every day, including weekends. To answer your next question, yes, that's why these guys get paid the big bucks.

It's like more than a couple of fat golf contracts to shake MEC's thumb for cash, though. And that means Stronach is quickly approaching a critical choice: Will he start his will and use Magna's wealth to advance his dream of building a global racing empire, or will he yield to annoyed shareholders who want Magna to focus on auto parts? Most companies would feel compelled to do the latter. But Magna is unique. □

© 2006 Michael Kors and Hugo Boss



THE WAR BETWEEN TOWN AND COUNTRY

Cottages vs. farms.
Malls vs. land. Urban
cash vs. rural clout. This
is Canada's next culture
war, says CHARLIE GILLIS

THE FIRST SHOTS came from a cannon on a hill—in vineyard, actually, on a ridge to the centre of B.C.'s Okanagan Valley. Propane guns are harmless weapons meant to protect fruit crops, firing black smoke to scare away feeding robins and starlings. But when Alex Lubchynski set one up among the grapevines on his property west of Kelowna, B.C., it set off a war.

That fall, the middle-class suburbanites whose homes crowd around his land filed a complaint over the noise—a kind of concussive thudding, like a backfiring car—to a provincial

board governing farm practices. A gentian against Lubchynko followed, and the 50-year-old farmer had words with his neighbours. "It wasn't where you live," one man told him after a particularly nasty exchange, which Lubchynko interpreted as a threat and reported to police. No charges were laid, but relations continued to sour. According to his neighbours, they were cooperative to speak with him, but Lubchynko refused to witness the reason. One woman actually placed his fields under surveillance, perching behind her place window with a net of binoculars to get readings, going and a decade of abuse for the benefit of the farm practices board.

You could dismiss it all as old-fashioned backbiting, suburban farmer versus over-entitled city slicker, each deserving the other's malice. But when he's not sporting mud, Lubchynko seems dispondent—shocked, even—about the rift that's opened between him and his neighbours. On a tour around the oak rows of Pinet Hill grapes in his central field, he points out the traces of his harsher critics, wondering how they can be grudge from the right to make a living. "I do not know how much

longer we can farm here," he says. "Urban and rural side by side—in this country it's just not working."

IT'S BEEN 26 YEARS since Hugh MacLennan described Canada as a nation of small towns, and, with due respect to a literary lion, he couldn't have been more wrong. By the mid-1970s, fully 75 per cent of us were living in cities.

While lobby farm unity was rapidly giving way to breeding coverage of its environment, immigration and the centripetal effect of an increasingly white-collar economy have

speed those changes through the 1980s and '90s. Vancouver and Toronto, in particular, have ballooned into multicultural super cities, with large ethnic populations and suburbs pushing ever farther onto surrounding lands. Montreal, Ottawa, Calgary and Edmonton are following similar paths, while highway-hugging "megacities"—Kelowna, Red Deer, Alton, Kitchener, Ont.—grow outward from their

small, loose downtown cores.

The numbers tell the story: in the 33 years leading up to the 2001 census, the urban population grew by more than three million; during the same period, the number of rural dwellers dwindled by nearly 300,000. Fully 80 per cent of Canadians now live in cities and only 20 per cent in the country—an exact reversal of the ratio at the time of Confederation.

What the stats don't show is the ill feeling that still appears to be breeding. Naturally, political and political scientists are chasing a "town and country" split on issues ranging from gun control to gay rights, similar to the divide that festered so privately on the recent U.S. election. And as the Lubchynko case demonstrates, there's a deep disconnect between the two sides at the local level. "I've been telling friends for some years now that urban versus rural is the most significant division facing the country," says Hugh Segal, the former Progressive Conservative strategist who now

is ranging from gun control to gay rights, similar to the divide that festered so privately on the recent U.S. election. And as the Lubchynko case demonstrates, there's a deep disconnect between the two sides at the local level. "I've been telling friends for some years now that urban versus rural is the most significant division facing the country," says Hugh Segal, the former Progressive Conservative strategist who now

'URBAN versus rural is a far more important division in this country than French and English or East versus West'



When the Lubchynkos' neighbours in the surrounding suburb are complained about their noisy tractors, a nasty fight breaks out.

Toronto's 1st Annual

ICE FISHING SHOW

Saturday, December 11 - 9 am to 6 pm &
Sunday, December 12 - 9 am to 5 pm

Start a **cool** new chapter
in family fun this winter!

Buy gear
Book trips

Learn from the pros:
free workshops for beginners and experts
Activities for the whole family

Adults \$11 / Seniors & Children 8-17 \$8 FREE PARKING
Toronto International Centre - 6900 Airport Road, Mississauga

Ontario
**OUT OF
DOORS**

ON-THE-WATER FISHING LAKES
OF ONTARIO & QUEBEC

For more info please visit
www.fishontario.com
or phone 416-764-1642

ROGERS
Your World. Right Now.

FROM COUNTRY TO 'COTTAGE COUNTRY'

THE DOOR is still open, but with each day, fewer customers pass beneath the weather-beaten sign to shop at Heller's General Store. It's become a rite of autumn for the Hillford, Ont., business: a sharp drop in sales is the area's growing number of part-time residents return to their city homes. "We're doing half what we were at summer," says Jane Morris, 52, co-owner of the store that's been in her family for three generations.

Hillford is an historic town located in the heart of Prince Edward County, which is fast becoming a refuge for Toronto's well-to-do. Known simply as "The County" among its 35,000 inhabitants, the area is one of several around the country experiencing what geographers call a "backflow" of population into rural lands. Hungry for space and scenery, affluent outsiders are buying homes in B.C.'s Gulf Islands, on Nova Scotia's South Shore and other hot spots. "They're early retirees, often after two careers," says Tony Heller, a rural development expert at the University of Guelph. "It's about being part of a meaningful community."

The phenomenon has its benefits, such as helping to offset the scourge of rural depopulation. And in some regions, the new comers' distinctly urban tastes have brought the comforts of fine restaurants or pricey wine at the local grog shop. But there are costs, too. In long-time vacation areas, rural municipalities are struggling to fund services for the growing number of year-round homes. Last fall, a spill erupted in the cottage country around Lake Simcoe over the rising cost of sewage disposal due to increased demand placed on the system by ex-urbanites and their large country houses.

What worries Morris is that the newcomers know as well as the weather-burnt, putting businesses like hers on a shaky footing for the future. Heller's hanging on. She's stopped stacking hardware and hopes to get a liquor outlet to boost sales. "To keep the economy moving," she says. "You need young people with families." Whether they're urban or rural doesn't matter much, either, as long as they stick around—and shop. C.G.



Within a string of historic places, a hillside house in Hillford, Ontario, is a historic hillside house.

often use your when he was lending off more complaints from his suburban neighbors. He now figures it's only a matter of time before urbanites are "telling us what to do." Neil Hardy, president of the Saskatchewan Association of Rural Municipalities, shoulders at thought of concentrating more power in urban hands. "The truth is," he says, "we don't have much political power now. Having a strong voice [in Parliament] at least gives us an opportunity to make our points and, I think, keep the country going."

A simpler way to avert conflict may be to remove the flash-points—which is to say, the creeping edge of our largest cities. The most aggressive attempt to do this is Ontario's proposed Greenbelt, a 720,000-hectare buffer zone between the province's urban epicentre along Lake Ontario and the countryside to the north. The space, running from the Niagara region to the farm country east of Toronto, would become a kind of de facto wildlife zone with barriers and bike trails, reserved solely for agricultural and recreational use. Smaller-scale variations are being studied in B.C.'s Fraser Valley, where planning academics are pursuing a spatter of "greenways" or "meadow zones." In these areas, new communities would be built around preserved roads and natural

landscapes, threading小心翼翼地 into the surrounding farmland.

Still, the ongoing cultural shift won't be stopped by any greenbelts. Fast is, country folk had been get used to living in an urban world, because city values are fast taking over their communities. You can see it in places like Okotoks, Alta., where an upscale Calgary oil executive has transformed a dairy cow town into one of the highest-income postal codes in the country, speckled with

modern-style centers and luxury SUVs. In Whitehorse, you can buy a \$4 cappuccino in the morning, and a pint of microbrew is right in the pub. Simons, Ont., is fighting the

gastro-nomical pull of major cities with a downtown revitalization that would create a strip of urban-style shops, bars and cafes, and help persuade to bright young people to stay (see "Kids, come home" page 58). And as city newcomers enter the country, it's often former urban dwellers who fight most furiously to maintain rural communities' "authentic" character. Anne is a point in Ken Gilis, a 66-year-old medical equipment executive who 20 years ago moved to Ashburn, Ont., a small town about 60 km north-west of Toronto. After working in 180,000-sq-ft house on a 40-hectare farm, Gilis was dismayed to see a commercial subdivision

AS THE city sprawls over the country, it's often former urban dwellers who fight most fiercely for rural 'authenticity'

THIS HOLIDAY SEASON, GIVE THEM THE WORLD!

Give your friends and family a whole year of distinctively Canadian / information / insight and / entertainment:

GIVE THEM A YEAR OF MACLEAN'S

WHY NOT share the lively, authoritative coverage of today's hot issues, events and people — here in Canada, and around the world — that you rely on every week? A subscription to Maclean's thoughtful, long-standing, always appreciated, easy to give, and — at special holiday rates — very, very affordable:

Your gift will keep right on coming — all through 2005 — for as little as 77¢ a week.

Take a moment — right now, before the holiday rush — to send us your gift list... then, if you prefer, put off paying 'till January!



BARGAIN-PRICED FOR THE HOLIDAYS:

\$44.95 for your first gift.

Just \$39.95 for each additional gift — or your own new subscription or renewal.

MAIL THIS COUPON, OR THE ATTACHED SELF-MAILER

OR WEB: WWW.MACLEANS.CA/ADGIFT CALL: 1-877-816-4438 (Toronto 416-596-5523) FAX: 1-888-325-7747

THE PERFECT GIFT!

YES! Send a year of Maclean's — at this low holiday rate — to:

FRIEND'S NAME

ADDRESS

APT

CITY

PROV

POSTAL CODE

FRIEND'S NAME

ADDRESS

APT

CITY

PROV

POSTAL CODE

MY NAME

ADDRESS

APT

CITY

PROV

POSTAL CODE

Check ☐ how to ☐ direct or ☐ otherwise your own subscription at your great cost.

NO NEED TO SEND ANY MONEY NOW — WE'LL BILL YOU AFTER THE HOLIDAYS:

☐ One-year plan ☐ Please bill me in January.
☐ Charge to: ☐ Visa ☐ MasterCard ☐ Amex

CARD NUMBER

EXP DATE

WORK OFFER Go online to www.macleans.ca/adgift, or mail your **Gift to Maclean's**, PO Box 842, Sixteen, Markham, ON L3P 6Z1.

To receive our gift, we need your e-mail to purchase and mail. All gifts, including the issue from January 1st, are yours. If you're not a subscriber, we'll bill you after the holidays. If you're a subscriber, we'll bill you after the holidays. If you're a subscriber, we'll bill you after the holidays.

PRICE INCLUDING TAX: 1st gift \$44.95, 2nd gift \$39.95, 3rd gift \$39.95, 4th gift \$39.95, 5th gift \$39.95, 6th gift \$39.95, 7th gift \$39.95, 8th gift \$39.95, 9th gift \$39.95, 10th gift \$39.95, 11th gift \$39.95, 12th gift \$39.95. If you're not a subscriber, we'll bill you after the holidays. If you're a subscriber, we'll bill you after the holidays.

ROGERS

KIDS, COME BACK!

Tired of seeing its youth drain away to cities, Kenora, Ont., is selling itself as a town of the future

STEPPING INTO THE KENOS FUNK SALON, SPA & BOUTIQUE is like stumbling upon a secret portal into another census district. The predominantly white interior is sleek and minimalist, furnished with the broadest of mid-century modern pendant lamps and swivel chairs. The boutique sells high-end skin care products and designer accessories to urban-stylish city folk who are tough to track down in Toronto or Vancouver. It is, in short, exactly the type of place

you'd never expect to find in the wilds of Northern Ontario.

But here in Kenora, population 14,500, such crafted amenities are finding a warm welcome. "People love it," says Kevin Feik, the 27-year-old proprietor and owner of the, "I have clients who walk in and go, 'I'm in New York!'" Funk opened his spa and salon in 2003 after renovating city life and a well-paying job in Winnipeg. "A lot of people thought I was crazy when I left, but I was justified in the hustle and bustle," he says. "Here, there were lots of people looking for higher style, and I'd be able to live at the lake. Now we have close to 1,500 clients."

High young entrepreneurs like Feik are exactly what Kenora wants. So much so that the local business development agency has made him one of the spokespeople for its "Chase Kenora" advertising campaign, designed to encourage high school and university graduates to abandon their boy-city ambitions and set up shop here. The ads, which feature testimonials from young local professionals, are everywhere—in schools, in the windows of popular watering holes, on local TV. The campaign recalls Kenora as one of the first small communities to use a progressive branding strategy to stem the Canada-wide brain drain of young adults.

Traditionally a forestry and mining hub, Kenora is set in the heart of the settled Lake of the Woods district. In the summer, its idyllic setting draws in thousands of tourists and cottagers from Ontario, Manitoba and the U.S., who come to camp, fish and bask in the area's northwestern air. Orlino-born-performer Kenora's notable former PM John Turner, the Asper family (and Canada's) In the high season, it's laugh-out-loud parking space at the local Safeway, and

sometimes there are half-hour lineups at the town's only Tim Hortons. Local businesses welcome the traffic. Many rely on July and August profits to sustain them the rest of the year.

But, as in many small towns across Canada, all this activity waxes and wanes. September marks the two main tourist seasons—lined with pharmacies, banks, used-clothing stores and Chinese restaurants—granted. And every fall, a new cohort of youth heads off to cities like Winnipeg, Toronto and Calgary for work or university. Kenora and Feik came home. Between 2006 and 2007, Kenora lost 527 residents (or 3.5 per cent of total population), half

THERE'S a stigma in staying at home, "like you couldn't make it out in the big world. It's that old "local is yoke" idea."

of them under 25. "It's a loss of intellectual capital, of the spirited people who might have the interest and ambition to start a business," says Ben Cameron of the Lake of the Woods Business Incubator Corp., the organization behind the "Chase Kenora" campaign.

Although the rural growth needs a nationwide plan, it's not much for us here." In the early 1980s, Kenora's city council introduced the Downtown Revitalization Plan, which aims to bring more urban amenities—shopping and theatre facilities, coffee, parking—to its waterfront area. The idea, says Mayor David Campbell, is to transform Kenora into "the new best little city in Canada." "You have to be creative and give people a reason to want to stay and be entrepreneurial in their home community," he says. "A big part of that

is teaching them and forcing them to be creative. But now, with resources shifting to downtown, communities like Kenora need to diversify their economies, and they're relying on the entrepreneurial spirit of young people to stay vibrant—and viable. Demographics also play a big role. With low local birth rates, and the first wave of baby boomers set to retire within a decade, towns desperately need young people to fill the looming workforce gap.

To stem the outflow, small towns across the country are offering educational and incentive programs. The Saginaw-Lebanon Association of Québec, which has kept more than 12,000 youth since 1995, has launched a Young Migration, with the goal of rebounding the region as an attractive destination for young professionals. In Saskatchewan, the Rotary and Restaurant Club is running a province-wide youth retention campaign to promote local entrepreneurship.

High school educators are trying to persuade young people that service, trades and tourism—the kinds of jobs they desperately need to fill—are viable and attractive career options. "We're crying for trades here," says Al Wray, principal of Kenora's Beaver Lake Secondary School. "But it's a hard sell. Kids are looking at glory jobs. They still think they have to go to university to be successful."

Still, the stigma is about more than good education and jobs. Many small towns have fostered increasingly urban sensibilities in young people everywhere. City or country, they want access to the same benefits, services, amenities and luxuries as everyone else. There's a stigma in staying in your home community, says Cameron. "It's like you couldn't make it out in the big world. It's that old 'local is yoke' idea." Michelle Van Walleghem certainly feels the need for broader views. "I think Kenora's good to come back to, but I don't like living here," says the 17-year-old high school student, who plans to move to Calgary or Edmonton after graduation. "Like the variety of the city life, meeting new people from different cultures. There's not much for us here."

In the early 1980s, Kenora's city council introduced the Downtown Revitalization Plan, which aims to bring more urban amenities—shopping and theatre facilities, coffee, parking—to its waterfront area. The idea, says Mayor David Campbell, is to transform Kenora into "the new best little city in Canada." "You have to be creative and give people a reason to want to stay and be entrepreneurial in their home community," he says. "A big part of that



The "Chase Kenora" ad campaign (top) features big young entrepreneurs who claim to chase success at home. Feik (above) tried the city but decided Kenora needed his youth sales voice.

is teaching them and forcing them to be creative. But now, with resources shifting to downtown, communities like Kenora need to diversify their economies, and they're relying on the entrepreneurial spirit of young people to stay vibrant—and viable. Demographics also play a big role. With low local birth rates, and the first wave of baby boomers set to retire within a decade, towns desperately need young people to fill the looming workforce gap.

To stem the outflow, small towns across the country are offering educational and incentive programs. The Saginaw-Lebanon Association of Québec, which has kept more than 12,000 youth since 1995, has launched a Young Migration, with the goal of rebounding the region as an attractive destination for young professionals. In Saskatchewan, the Rotary and Restaurant Club is running a province-wide youth retention campaign to promote local entrepreneurship.

High school educators are trying to persuade young people that service, trades and tourism—the kinds of jobs they desperately need to fill—are viable and attractive career options. "We're crying for trades here," says Al Wray, principal of Kenora's Beaver Lake Secondary School. "But it's a hard sell. Kids are looking at glory jobs. They still think they have to go to university to be successful."

Still, the stigma is about more than good education and jobs. Many small towns have fostered increasingly urban sensibilities in young people everywhere. City or country, they want access to the same benefits, services, amenities and luxuries as everyone else. There's a stigma in staying in your home community, says Cameron. "It's like you couldn't make it out in the big world. It's that old 'local is yoke' idea." Michelle Van Walleghem certainly feels the need for broader views. "I think Kenora's good to come back to, but I don't like living here," says the 17-year-old high school student, who plans to move to Calgary or Edmonton after graduation. "Like the variety of the city life, meeting new people from different cultures. There's not much for us here."

In the early 1980s, Kenora's city council introduced the Downtown Revitalization Plan, which aims to bring more urban amenities—shopping and theatre facilities, coffee, parking—to its waterfront area. The idea, says Mayor David Campbell, is to transform Kenora into "the new best little city in Canada." "You have to be creative and give people a reason to want to stay and be entrepreneurial in their home community," he says. "A big part of that

operation set up shop less than two kilometres upriver. Greenwood Mushrooms Farms does its composting on-site, unleashing an odour local residents say is so foul they're reluctant to go outdoors.

Coles wasn't about to hold his nose, so he's now joining 150 local residents, many of them ex-urbanites, in a \$10-million lawsuit in hopes of forcing the firm to press its composting elsewhere. He believes at press of his owners' imposing a new, Martha Stewart vision of country life on local farmers. "My God, we drained the place up. It was a hundred acres of nothing," he says. "What right do they have to dump this rotten stuff into our lives, to cause us not to enjoy our land?"

TWO YEARS AGO, Alan Lachytsky's neighbours got a chance to ask the same question. At a farm protest bearing in Kenora's Barnyard Mushrooms, several terrified that noise from the vineyard was disrupting their lives. They won the panel ordering the Lachytskys to ramp down their use of the best-sounding gun and try protective netting instead. The couple sought a judicial review of the decision in the B.C. Supreme Court but were refused.

For Lachytsky, though, it was never entirely about the gun. He and his wife, Louise, were fulfilling a dream when they carved a vineyard out of abandoned farmland nine years ago, and accompanying with the neighbours was never part of the vision. Stepping into the results from the lower level of his house, he spurs a flood of memories. Bling off his vines, and nights. Upon reflection, he says, his neighbours might have owed a lot of grief if they'd put his vineyard more thoughtfully. "A vineyard goes a long way."

Curiously enough, one of the people with whom Lachytsky had argued, 59-year-old Alan Bennett, agrees. He regrets the harsh words he traded with the farmer one afternoon on the road, and insists he wishes Lachytsky's success. But in the same breath, Bennett spells out the dilemma facing Lachytsky and every other countryside farmer fighting the march of urbanism. "We're living in a democracy," he says, leaning in the doorway of his home, his wine bangles, "and from time to time in a democracy the majority decides against you."

chrisgill@madison-nagar.com

THE THINKING DOG'S MAN

Stanley Coren, expert on canine cognition, enters the mind of Bernadette



THE SUTTON PLACE HOTEL in downtown Toronto is like many nearby big-city hotels. A livid doorman ushers visitors into a quietly luxurious lobby, where plush wool carpets soften the gleaming marble floors, and giant floral bouquets provide splashes of colour to the muted tones. My companion, however, doesn't seem impressed by any of this. In fact, Bernadette has her nose flat to the floor. Again. Well, I've gotten used to this sort of amusect behaviour—she is a dog, after all, not to mention part bogle, the supervisor of the sniffling world.

We're here to meet Vancouver psychologist and bestselling author Stanley Coren,

whose latest book is *How Dogs Think* (Simon & Schuster, \$37.95). The canine's mental capabilities have intrigued many through the ages, from Plato, who described the dog as a "lover of learning," to Pavlov, whose focus on stimulus and response in animal trials led some to dangle dogs much in the IQ department. As someone who has been around dogs much of her life, I've never been satisfied by the latter view. Like many a dog owner, I've looked into my pet's eyes and had the sense there was an intelligence being starting bog. Then again, that's usually right before she does something

unpredictable to my limited human way of thinking, like trying to make a snack out of a robot flattened on the road. So, after reading Coren's book on the workings of doggie grey matter, I'm eager to see if he can explain what's going on (or not) in this particular man's mind.

Of course, there's no way to tell Bernadette any of this. Like many dogs, she knows a few words such as "rest" and "walk"—according to Coren, the average dog has a vocabulary of about 30 words—but concepts like "we're about to conduct an interview" are beyond meaning to her. Instead, she tries to figure out what's going on in the way that comes most naturally to her species—the her nose. Marble flooring maybe? Otherwise so nice, but to her, with a schnozz that's anywhere from 1,000 to 30,000 times more sensitive than mine, it's the canine equivalent of the board's guest register. If a dog with no sense of direction had grazed through the lobby recently, traces of its nose could have told Bernadette that minutes ago, she and even as emotional state.

But no scent in particular demands her attention, so we turn into a room off the lobby. A great one of the people working for us, I drop the leash and Bernadette heads straight for Coren. Why here? Was she drawn by the enticing aroma of goodness hidden in his jacket pocket, or was a sniffer and more complex than that? Had she glimpsed his hand reaching for the pocket and interpreted the gesture as "there are treats in here?"

It's entirely plausible. Dog vision is in some ways poorer than human. They see fewer details and fewer, but rich colours than

The treatment psychologist notes dogs are adept at reading human cues.

Get your shopping done. Faster.

Give your clients, prospects and co-workers the very best—a year's worth of business insight and analysis that will help them reach success sooner.

You'll make a great impression and, when you purchase more than one **Canadian Business** subscription, you'll save 70% or more off the cover price. Just place your first order or renew for **\$34.95** and get additional subscriptions for the special price of **\$29.95** each. Even better, by taking advantage of this holiday offer, you could win a stunning Diamond Right Hand Ring valued at \$15,000!

Each gift recipient receives:

- ▶ 24 issues of Canada's most authoritative business magazine
- ▶ Great annual features like the Investor 500 and the Rich 100
- ▶ A subscription card embossing your gift
- ▶ Free e-mail previews of upcoming news and articles

*This special gift offer expires Dec. 31, 2004.



1-800-465-0700 | canadianbusiness.com/gifts

**CANADIAN
BUSINESS**

Win this diamond ring



THE DIAMOND RIGHT HAND RING

18K WHITE GOLD • 1.00 CT. DIAMOND

DIAMOND SET IN 18K WHITE GOLD

DIAMOND SET IN 18K WHITE GOLD

DIAMOND SET IN 18K WHITE GOLD

DIAMOND SET IN 18K WHITE GOLD

DIAMOND SET IN 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

1.00 CT. DIAMOND • 18K WHITE GOLD

When you take advantage of our gift subscriptions after you'll be automatically entered to win a Diamond Right Hand Ring set in 18 karat white gold featuring 2 cents of round brilliant diamonds—a \$15,000 value! Don't delay—this contest and special offer ends December 31, 2004.

ROGERS
Your World Right Now

WITHDRAWAL PAIN

Arthritis sufferers are missing their Vioxx—and, even more, their peace of mind

THEY BURST UPON the scene five years ago, grabbing the limelight with an almost shameless display of feel-good ads. A new, kinder generation of painkillers, they were hailed as "super Aspirin"—a boon for arthritis sufferers who literally could not stomach the bleeding and gastrointestinal problems of everyday analgesics. Now Vioxx, the big dog in this category, is gone...its spectacular withdrawal in late September still reverberating through Wall Street and about to hit the courts. The line of attack: when did drug giant Merck & Co. Inc. first know Vioxx could provoke heart attacks or strokes as a significant number of users? And why didn't it do more in the early stages to follow the clues?

Adding to the drama, Vioxx's chief rival, Pfizer Inc.'s equally promoted Celebrex, has been called on the regulatory carpet in Ottawa and elsewhere. Health Canada had Pfizer's Montreal-based subsidiary submit the results of every study involving Celebrex and sister drug Rocefin by the end of last

week, and is to take the next several weeks, maybe months, to sift through the data. The stakes are high and not just because Vioxx was a US\$2.5-billion-a-year blockbuster (nearly \$200 million of that sales in Canada)—a gasp market now up for grabs.

Some scientists say there are no high-stakes

MERCK'S huge about-face has put the safety spotlight on its competitors' products—all the other COX-2 drugs

in the wind that the entire class of COX-2 inhibitors—four drugs have been licensed in Canada, of which Vioxx and Celebrex were by far the pre-eminent sellers—should be taken off the market or restricted to patients without a hint of heart disease, which would severely limit their reach to the elderly

Pfizer calls that gambit by association, arguing that, in three large studies, there has been no empirical evidence linking Celebrex to serious cardiovascular problems the way Vioxx had been blamed from its outset.

The fence, being played out almost daily in news pages even in Pfizer has cranked up its ads for Celebrex in the U.S., has ruffled the confidence of Canada's estimated four million arthritis sufferers. "I think none of my patients are a little patchy right now," allows Dr. Arthur Bookman, an arthritis specialist at Toronto's University Health Network. COX-2 drugs clearly filled an unmet need for those wracked by chronic pain but given to an erudite bleeding or kidney problems on the old painkillers. "A lot of these people are suffering now," he says. "They felt Vioxx was the only thing that was really working for them, and they would have willingly stayed on the drug."

On the other hand are arthritis sufferers like Jim Verheul, a 49-year-old former bus



Verheul in Calgary, the scared of all of them: What exactly are the side effects?

KILLING THE COMPETITION

beginning in 1999, a new generation of painkillers called COX-2 inhibitors began supplanting the more traditional analgesics—NSAIDs or non-steroidal anti-inflammatory drugs such as Aspirin, acetaminophen and naproxen—for those with chronic pain.



SOURCE: NPD DISPLAY SOLUTIONS

10,000 holiday gift ideas

shop early

The Shopping Channel

TELEVISION • CATALOGUE • INTERNET



ROCKY MOUNTAIN DIGITAL SCALE
\$29.99 • \$29.99 (FREE SHIP)



CHANGING COLOR PENN. AND PENCIL
\$29.99 • \$29.99 (FREE SHIP)



LEARN PIZZAZZ! COUNTRY WITH
\$29.99 • \$29.99 (FREE SHIP)

Call to order anytime at
1-888-202-888

Shop online at
www.TheShoppingChannel.com

ROGERS
Your World. Right Now.



9th Annual

FLARE

volunteer awards

Proudly Presented by CIBC



Get involved and
nominate an outstanding
volunteer to become a

2005 FLARE Volunteer Award Recipient

Help her receive the
recognition she deserves



In May 2005, six outstanding female volunteers will be chosen to attend the 9th annual FLARE Volunteer Awards Luncheon as our Guests of Honour.

Their inspiring volunteer stories will be published in a national edition of *FLARE* so that they may be celebrated by all Canadians.

You may know an outstanding
volunteer who deserves to be honoured.

TELL US ABOUT HER TODAY!

Three easy ways to nominate her:

1. Log on to www.flare.com/volunteer to print or download an on-line nomination form
2. Call 1-877-2-AWARDS to receive a nomination brochure by mail or for additional information
3. Contact awards@flare.com to request a nomination brochure or write to:

FLARE Volunteer Awards

1 Mount Pleasant Road, 8th Floor
Toronto, ON M4Y 2Y5

DEADLINE: 5:00pm Friday, February 4, 2005

And since every good deed deserves another, we'd like to thank you for your effort. For sending us a complete and valid nomination we'll send you a complimentary gift of a one-year subscription to *FLARE*.

This year give gifts of MoneySense

Give your family and friends MoneySense this holiday season. They'll enjoy a year of MoneySense — 6 issues delivering a wide variety of practical ideas and advice to help make informed financial decisions.

- **real estate...** that first home, trading up, vacation or investment properties
- **minimizing taxes...** why pay more than you should
- **home improvement...** increase your home value
- **investment choices...** stocks, mutual funds, GIC's
- **retirement options...** enjoying the rewards
- **wise spending...** getting full value for every dollar and much more!

Your first subscription is just **\$19.95**.
Each additional gift is only **\$14.95!**
Plus, **FREE Gift Cards**



ORDER TODAY!

ONLINE: www.moneysense.ca/gifts

PHONE: 1-888-268-6868

and quote C4NA20X0

SAVE UP TO
45%*
OFF THE
COVER PRICE!

Regular subscription price: MoneySense with delivery, postage and GST is \$24.95/issue (\$299.40/yr.)

ROGERS
Your World Right Now

Health | >

driver in Calgary. Four months after he began taking Vioxx in the spring of 2000, he had a massive heart attack that has left him unable to work. Not attributing this to the medication, Jettage owned the Vioxx until it was withdrawn in September. And while he has talked with his doctor about alternatives, "to tell you the truth, I'm scared to death of all of them right now," he says. "What have they got for side effects?"

Vioxx lies in one of several thousand Canadian lawsuits Merck has filed in class action complaints, after which famous former NFL, golfer Bob Talamo, a Vioxx user who had a heart attack earlier this year while playing polo hockey in Finland. About a hundred Canadians are also suing Pfizer through Regina lawyer Tony Merchant. But they may have a tougher go. According to Dr. Muhammad Mendall, a drug expert with the Institute for Clinical Evaluative Studies, there have been no studies linking Pfizer's Celebrex to an elevated risk of heart attack. Some connections are beginning to surface for

loweing the risk of heart attack and therefore heightening the differences between the two agents. As well, some scientists felt it would be unethical to match Vioxx against a placebo on patients at risk of heart disease, simply to test its hypothesis.

Still, there was a growing unease among some researchers—and allegations that the New Jersey-based Merck was receiving preferential treatment from U.S. regulators. It was the second largest drug company in the U.S., after all, and a darling of Wall Street. U.S. regulators rejected the accusations, and they and their Canadian counterparts forced Merck to add a heart attack warning to the Vioxx label two years ago.

That warning didn't slow the drug's popularity or Merck's aggressive marketing, which included US\$45 million on advertising last year alone. Nothing was going to stop this train—that is, until a recent trial of a mere 2,600 patients with colon cancer was halted after 18 months. It found 25 cases of heart attack, stroke or serious blood clotting per thousand people who were taking Vioxx—a 1.5 per cent risk, nearly double that for those on a placebo. Within days of the results, Merck withdrew its drug and turned to face the consequences: a stock plunge topped nearly US\$40 billion from its market value, and lawsuits could take a further US\$10 billion.

Of course, there are risks in every daily medication. By some counts, 1,200 Canadians died each year from bleeding and other problems associated with earlier generations of painkillers, COXIBs cut that in half, offering a constant ache for much wider use of users and prescribing doctors than has now been almost cradly yanked away.

In many respects, Vioxx can be seen as a victim of its own success. It was designed specifically for arthritis patients with stomach bleeding, a group that may well have accepted a slightly elevated risk of heart problems. But it was marketed as a super Aspirin, a cure-all for everything from arthritis pain to menstrual cramps. It seems to have been the most effective medication in its class, but this apparently came at a cost—the theory is it upset the delicate cell chemistry in blood vessels, tipping the balance, perhaps only slightly, from bleeding towards clotting. If that's the case, it will be a very expensive lesson—for the pill maker and the patients—so have learned.

With close ties to British Columbia in Calgary

"Here Be Dragons is a very lively piece of social and political history.... A work of genuine wit and insight."

Globe & Mail



PETER C. NEWMAN

HERE BE DRAGONS
TELLING TALES OF PEOPLE
PASSION AND POWER



McGraw-Hill & Stewart
www.mcgraw-hill.com

A DOUGLAS GIBSON BOOK

CLASS CLOWN

Filmmaker and obsessive *Degrassi* fan Kevin Smith brings Jay and Silent Bob to the set of the runaway Canadian hit

KEVIN SMITH SWEARS he could have got Ben Affleck to play a high school principal on *Degrassi: The Next Generation*. "Ben definitely would have done it," says the New Jersey filmmaker. But in the end, he decided to give the star a break. "Ben was like, 'Dude, I know it means the world to you, but I could not be more high-profile at this point and they're beating the s--- out of me out there.' And I get that, because I know he would show up and the star and the Engineer would be like, 'Affleck reduced to a f---ing Canadian teen melodrama.'"

Of course Smith, the beloved, foul-mouthed writer-director of cult hits *Clerks*, *Malibu* and *Crossing Away*,

certainly doesn't think he's slandering it by hanging around the hellbawled halls of *Degrassi* and guest-starring on three episodes of the popular CTV show, set to air as the spring. (And neither does Alana Marmare, who, in a favor to Smith, took on that high school principal role.) After all, it's well-known film gods love that, back when Smith was a Jersey convergence store clerk in the early '90s, he became obsessed with CBC's original series *Degrassi Junior High* and *Degrassi High*, which ran in the States on PBS. Friend Jason Mewes and Smith (known onscreen as Jay and Silent Bob) would watch *Degrassi* at the store, debating which Canadian chick was the hottest.

Last week, Smith, 34, made out with his *Degrassi* babe of choice, Candice Aryan (played by Stacie Misteyne, one of four original cast members who have reprised their roles on *The Next Generation*). "I sent on a storyline where I come up to Canada to make a Jay and Silent Bob movie and I meet Candice, who's now a journalist. I get involved in her life and become a third wheel in that Candice-Jay friendship relationship. Then I did a hour back from the producer for a month. And I just imagined that the real deal could end thought. This metaphor—it's crazy, the



guy's writing 'Marshall's our psychology, and the show is all about him.'"

The producer, Linda Schuyler, actually loved the idea, and all the details were even really worked out. On the other hand, Smith's wife, former newspaper reporter Jennifer Schuessler, 33, wasn't as keen—after all, Smith would be playing a version of himself that wasn't married and didn't

Smith (right) wrote himself into his favorite *Degrassi* storyline with *Clerks* and *Jay*

The *Next Generation* actors have reached heartbreak status in the U.S.



have a five-year-old daughter. In the end, the director says she "let him do it," knowing how important it was to him. "The show still captures my imagination," he continues. "I've been making movies for 10 years, but walking onto that set, meeting a bunch of Canadian kid actors, I kind of get a little goofy about the whole thing. Plus, seven or a million years would I get the opportunity to play something as leading man. Normally I'm a f---ing clown, so the opportunity to play somebody who's kind of charming and comically involved is special."

Of course, *Degrassi: The Next Generation* returns Smith's love. The special episodes will only attract more buzz to this cross-border hit. It's currently the highest rated Canadian drama in the 14-to-49 age group. In the U.S., *Degrassi* is the highest rated series for The N (a digital and satellite prime-time channel aimed at 12- to 17-year-olds). The new work plays the show about five times a day—and new episodes draw an average of 33,500 viewers, almost unheard of for a channel as high on the dial. Last October, the fourth season premiere was in time slot in the teen demographic, beating out all the major network shows—and far exceeding the expectations of The N, which bought the series solely on the reputation of the original show. "Our tag line for *Degrassi* is 'It goes there,'" says Ben Acheson, the channel's executive vice president. "We got that from kids. It pulls no punches, writes issues so the ground and confront them in an authentic way."

But sometimes it goes there and then some. Canadians don't have an eye at the way *Degrassi* treats serious, controversial subjects—including school violence, gay marriage and oral sex—with a unique combination of honesty and nonchalance. But in today's polarized climate, The N—a liberal-leaning New York-based network—feels it has to be a bit more cautious. Last year, The N pulled three episodes that featured a date rape storyline, and this season it shelved two shows that deal with an abortion, saying they were too heavy for younger viewing. "It's a hot button topic," says Schuyler, "they don't come much hotter than that. Even with the original show we did an abortion story with the twins. They were Catholic, and when the pregnant twins decided to have the abortion, her sister said, 'I don't believe in what you're doing, but you're my sister, I can't let you go alone.' And they had to walk through a line of protesters to get inside the clinic. Where it would

Laugh your way across Canada

WILL FERGUSON



BEANS
IN
SEASONS
OF
DIVERSITY

BEAUTY TIPS
from **MOOSE JAW**

**"THE FUNNIEST WRITER
IN CANADA."**

From rural Quebec to urban Newfoundland, from a renegade republic in francophone New Brunswick to the sun-dappled streets of Olde Victoria, Will Ferguson's dispatches from the far-flung outposts of Canada capture the true heart of this vast and fascinating country.

KNOW CANADA
www.randomhouse.ca

TV >



Jay Oliver and Sarah Silverman go north to get their high school diploma

on PBS, they actually put the last few seconds as you don't ever see them walk through the gates and into the clinic. That was in 1989, and it was the only show out of 70 that PBS cut."

"This one account, one of the lead characters, Murray Seaman, narrates a pregnancy, and there's some talk of religion or morality, and respect." On *American TV*, we usually seem to be very liberal," says Smith. "But as you can see from the last decision, most of the country isn't really following us. We're the only show on the screen who has an abortion and doesn't get censored or cry or ask Jesus for help."

But the success of *Degrassi* is about much more than laughing at those and forcing conversation in words because it's entertaining, and the characters write a book. "I don't know about you," says Smith, "but when I went to school there wasn't a joke. Perry looked like I didn't have a bunch of guys in my class. I was trying to pass for 17. The kids on this show look and act like real kids, so to me it's words on the screen and anything else on there."

"That said, the new *Degrassi* class is pretty cute. Last summer, The Nook came on a mall tour, introducing them to the fan base in their own right. The kids had become better actors and much more intriguing and interesting," says Smith. "I felt hard for it because it kept the old characters out. I loved and then I grew to love the younger ones. The Murray-Craig-Ashley love triangle was spell binding."

New Smith has his very own *Degrassi* love triangle. He jokes about slipping a number of the class \$20 to he'll get to do multiple takes of the make-out scene. And even though Cambridge is just Smith's family lived on his family of living a girl who says "about."

that, in one country at least, they had reached new heights. "Here in Canada, we don't really get recognized a lot," says Caine Steele, 14, who plays Murray. "Fans are hard to find, they're like, 'Hey, you're on *Degrassi*, hi, hi, hi.' But in the States, you could see the street and if people recognize you they're like, 'Oh my god, oh my god, does anyone have a pen?'"

The highest praise, though, came this month when Steele and the gang found out the most vocal fan of the original series had come to like the new one better. Back in 2001, Smith got a copy of the *Degrassi*.

The *New Generation* pilot and wasn't impressed. He was excited to see that the old one came back for a season but wasn't interested in the new kids. It was three years before he checked in on the series again.

"The kids had become better actors and much more intriguing and interesting," says Smith. "I felt hard for it because it kept the old characters out. I loved and then I grew to love the younger ones. The Murray-Craig-Ashley love triangle was spell binding."

New Smith has his very own *Degrassi* love triangle. He jokes about slipping a number of the class \$20 to he'll get to do multiple takes of the make-out scene. And even though Cambridge is just Smith's family lived on his family of living a girl who says "about."

OVER TO YOU | BY ELIZABETH BROMSTEN



WHAT WAS I THINKING?

I wanted to be a celebrity. And then I had to deal with some 'stars.' Ick.

EVER SINCE I was a little girl I've wanted to be famous. I figured I'd be a rock star or a movie star or something. The operative word here is "star" rather than, say, "mainstream" or "actress," as I was never willing to put any actual work into obtaining these goals. Celebrity, I assumed, would just find me. So when I landed a position as a Montreal music television station, I was ecstatic. I was going to be on TV! Interviewing rock stars! Surely the next best thing to being a star myself. I continued award shows and hobnobbing over cocktails. My interview questions would be so insightful and original that the subjects would

smile as we kept in touch. "Call me," David Bowie would whisper, mouthily dipping me his cellphone number. "You really must be fun and fascinating people like you."

I was certain that after a few months of working for the music news program, I'd be offered my own show. After that it would be only a matter of time before other jobs offered up. I planned well to let all the celebrity go to my head.

I was mildly dismayed on my first day when I was asked to come up with story ideas on the provincial election

the morning in Quebec. My assigned partner for the project—no doubt chosen because of his in-depth knowledge of Quebec and the dance music—was the director of the dance troupe. After a brainstorming led to me standing on the street outside the station asking passersby if they planned on voting. And for whom? I'd be high heels for any debate, I noted three friends in my pocket looked at me, smiling at their eyes. My first day on the road to celebrity and I was already a pariah.

Finally, after what felt like hours, I had enough responses to lead my frozen brain aside, when I saw that it was my request to see all that time was a waste and a half-point. That was something that, well, then, I thought just happened. They might as well have said to me to contact a producer and have a career. Three days later, I had yet to sleep, but I had a rough idea when "editing" them. The station directors figured I'd eventually get the hang of

things. Their first was grossly misplaced; I was terrible at my job.

My first home film music magazine was to interview a band I'd never heard of. This was a bad start, considering the fact of my record collection, but it would turn out not to be a pity. Dealing with the industry's incredible volume of output meant having to make such deep through music I could nothing about and yet finding interesting things to ask the artists. When the German new wave band came to the station

just another interview, I was so intimidated to be ignored with them were damn good and ready to grace me with their presence. And it was my job to be gracious and wait and then put them on television, that was the rule. I eventually got the interview and another fight back to Montreal. But once I got home, I destroyed all my Chilly Peppers' records and haven't listened to them since. Jerks.

I did get to go to the gig, the Black Music Awards—where I was supposed to be my big and self. I was not allowed to recite this on air.

I finally left the station after a year and a half and I was just so happy to see me go as I was so loved. Celebrity was not waiting in the wings, but then again, the idea of it was no longer particularly appealing. Leaving music behind for a career, but never before or since has failure felt so good.

house concert or other. I vividly recall one young girl crying and shrieking when I stopped her from trying to sneak into the dressing room of a popular boy band at one of these gigs. "I'm going to hug them!" she screamed at me. "And he's there! And there's nothing you can do to stop me!" Right. After a night of her, I took a moment to wonder why exactly I was playing nanny and a career guard instead of hanging out with Bowie. And I still hadn't been invited to any gigs.

Once, I was flown to Toronto to interview the Red Hot Chili Peppers. I kind of liked the Peppers—Brendan Peppers. I was a good friend to me. I was a little excited. Upon my arrival, I was stationed in a hotel bar where I was to wait. The scheduled interview time came and went, followed by the time for my flight home. I had simple time to reflect on the fact that I was

just another interview, I was so intimidated to be ignored with them were damn good and ready to grace me with their presence. And it was my job to be gracious and wait and then put them on television, that was the rule. I eventually got the interview and another fight back to Montreal. But once I got home, I destroyed all my Chilly Peppers' records and haven't listened to them since. Jerks.

I did get to go to the gig, the Black Music Awards—where I was supposed to be my big and self. I was not allowed to recite this on air.

I finally left the station after a year and a half and I was just so happy to see me go as I was so loved. Celebrity was not waiting in the wings, but then again, the idea of it was no longer particularly appealing. Leaving music behind for a career, but never before or since has failure felt so good.

Elizabeth Bromsten is a new yoga teacher and freelance writer in Toronto. To connect, visit [elizabethbromsten.ca](http://www.elizabethbromsten.ca)

Mastermindtoys.com
Shop in Canada and the U.S.
FREE gift wrapping and gift tags

MASTERMIND
TOYS

The world's Canadian on-line toy store with toys, puzzles and wooden trains, Canada dolls, K&W, science kits, a thousand built book shelves, puppets, arts & crafts, brain teasers, jigsaw puzzles, board games, music, software and more.

Lake Shore Properties Elbow Lake
www.elbowlakeproperties.com
1-800-475-7857

Lake Shore
Properties
Waterfront lots starting at \$16,000 cda! Be a part of Ontario's New Cottage Country. For more information or to book your lake tour, call 1-800-475-7857 or visit www.elbowlakeproperties.com.

"Jump Rope for Fitness"
www.jumprope.com

Jump Rope
Experience the benefits of rope skipping. We have programs for adults, kids, schools and clubs. To learn more visit www.jumprope.com
The World's Rope Skipping Experts™

Adventure Canada presents!
Sailing with Suzuki!
www.adventurecanada.com
1-800-363-7555

Sail Alaska to Vancouver with David Suzuki, voyage to the Arctic with Margaret Atwood! Learning adventure programs aboard our expedition ship include resource teams of ecologists, artists, historians and historians. With small groups and unique destinations, we are the Canadian adventure travel specialists.

UELAC
www.uelac.org



UELAC preserves, promotes and celebrates the heritage of the United Empire Loyalists in Canadian History with 29 branches across Canada. Discover The Loyalists, Pioneer and Settlers of Quebec plus more about Education Programs, Special Projects, University Scholarship and Membership at www.uelac.org

Prud'homme, Canada's Counselor
Tax Lawyer (18 Years Experience) Formerly Tax Counsel Canada Revenue Agency (CRA)
1-800-754-8833 / 416-531-4408 / 416-578-8133
www.uelac.org



TAX AMNESTY
Undeclared income,
failure to file?
Improve Your Financial
Planning?

Avoid criminal prosecution and civil penalties. Before you are caught, we can negotiate a no name (anonymous) settlement. Lawyers client confidentiality assured. Unlike us, your accountant cannot offer this legal protection and can be penalized by the CRA to 10% if you report us. A substantially discounted tax settlement is possible.

CAN'T SEE US IN PERSON?
To contact with us by undelivered income and failure to file matters, please go to
www.taxamnesty.com, our secure, encrypted site.

BRING YOUR MONEY HOME
(COMPLETELY CONFIDENTIAL)

The names of trust beneficiaries, debtors, and a money order, IBC owners and stock holders are being given to the tax police. Before you are contacted we can negotiate a confidential tax settlement for you. Don't leave the problem to your family or business or death insurance. Ottawa, Toronto, Montreal, Calgary, Vancouver and offshore. UNLIKE US, ACCOUNTANTS CANNOT PROTECT YOUR PRIVACY!

POSIGRIP
Get a Grip on your Financial Future
www.posigrip.ca
1-800-742-1112 or 416-280-7006

Our treatment, when applied, actually makes floors less slippery wet than dry. Slip/fall accidents can be avoided. Who needs us? Restaurants, hotels, shopping malls, hospitals, etc. Cash in on this vast and untapped market for under \$1K. Call 1-800-742-1112 or 416-280-7006

Campus Retail Canada
campusretail.com

CRC
Campus Retail Canada is an organization of over 30 campus computer stores across Canada owned and operated by their University or College. Visit campusretail.com for products, programs and member schools.

Elbow Lake Retirement Living
Canada's most affordable retirement community
www.retiretoelbowlake.com
1-800-455-1863

Apartments from \$949/month
Townhouses from \$949/month
Houses from \$949/month
For more information or to book your Discovery Tour call 1-800-455-1863
To learn more, visit www.retiretoelbowlake.com

Eurocom
www.eurocom.com 1-877-EUROCOM x 211

Power is nothing without style.
EUROCOM
Fully Configurable Notebooks
visit www.eurocom.com
1-877-EUROCOM x211

BACKTALK

John Intini's Sentences 77 | Bestsellers List 77 | Money's Worth 79



Thanks to Jerry and the gang for a whole lotta nothing

Jerry Seinfeld changed TV comedy in 1989. But at the time, nobody noticed. Nielsen families were named as *Married... with Children* and *The Cosby Show* and didn't pay much attention to a funny Jewish guy from New York's upper middle and Jewish friends. Then suddenly, in the early '90s, he came back the dog of the new farce comedy. And since Jerry, George, Elaine and Kramer closed the "Thursday-night closed" shifted allegiance and the *Seinfeld* generation came of age.

This week, seasons one through

three are finally being released on DVD, but few will need a reminder of the cultural impact. Parameters, go channel surfing any night of the week and you'll see *Seinfeld*'s stamps everywhere—from *Friends* to *Arrested Development*. Then try and go a day without a passing reference to a famous line or legendary quote. Can't say that about the *Love Boat*, can you? Of course, it helps that all nine seasons (180 episodes) are in an endless rerun loop, and still never get old. Images if they'd done a show about something.

JOHN INTINI

Seinfeld and Alexander were pushers of serotonin, the '90s drug of choice.

The *Seinfeld* DVD (Universal, Nov. 30) Jerry Seinfeld leads the best thing about the series: interviews with Michael Richards, Julia Louis-Dreyfus and Jason Alexander.

BESTSELLERS LIST

WORTH A FIGHT
By Mike Posner
He's a former football player. He's a rapper. In this book, Posner shows us how he played a guitar riff. That was creepy.

THEY'RE LIKE US
By John Lash
They're like us, but not like us. This is a book about the cure to the disease of being like us. It's the D.C. response to the D.C. response.

SEINFELD
The gang's back, looking to master the DVD domain.

WORTH A FIGHT
By Mike Posner
He's a former football player. He's a rapper. In this book, Posner shows us how he played a guitar riff. That was creepy.

THEY'RE LIKE US
By John Lash
They're like us, but not like us. This is a book about the cure to the disease of being like us. It's the D.C. response to the D.C. response.

SEINFELD
The gang's back, looking to master the DVD domain.

WORTH A FIGHT
By Mike Posner
He's a former football player. He's a rapper. In this book, Posner shows us how he played a guitar riff. That was creepy.



Music | How to dismantle an Idol

Now in its 10th season as *American Idol*, it's (over)exposed.

Many *Idol* fans went through a colorful period of *Idol* in the '90s. And right on, concluding that the best performers experienced success in *Idol*—and then going on to pursue a career in the world of pop music. But that rock, punk, jazz, or the rock band, is back. The new *Idol*—which echoes the beauty and rawness of *The Voice*—is arguably one of the season's strongest. Much like the classic *Idol* albums, this disc is a perfect mix of straight-ahead rock tunes (Vanessa) and ballads (Dion Star Obard). For fans a bomb.

JOHN INTINI

210 Days, Italian Power (2010)

It may be 210 days since this mind-blowing wonder started the adventure known as *Canadian Idol*, but it's only been 60 days between his wife and the release of his debut CD. And in these 60 days, Italian "legend" Norman Jewison—who just published his autobiography, *This Terrible Business*—has been good to his own one of the toughest projects of his career was producing Brian Moore's novel *The Statement* to the screen. Because of the text's lack of a dialogue, Jewison, 76, described his favorite film adaptations for *Movie* magazine.

JOHN INTINI

Books | How to play a punk in TV

Remember the band Nickelback, from the self-titled MTV show featuring one Nickelback? How about Nickelback, a line of Nickelback, bald-colored Nickelback from the Canadian TV program *Kids on Rock* and *Rock* (WWE, L.A.-based) author's *Nickelback* (see also in the new book *The Nickelback* (Nickelback), he's compiled hundreds of TV and movie bands—from Ann and the Holograms to the Top 40. Growing out of *Child* popular website, www.nickelback.com, the book highlights some Nickelback classics.



HARD CORE LEGG

Legg, who the hell do you know for sure?

The 1970s punk band from Irvine, California, featuring Headbanger's lead singer Hugh Dancy, was one of the most successful rock bands. The group's hit (written by frontman Steve Nieve) won a Grammy Award.

THE 21ST CENTURY

TV show, *Depend*

Depend, who the hell do you know for sure? The 1970s punk band from Irvine, California, featuring Headbanger's lead singer Hugh Dancy, was one of the most successful rock bands. The group's hit (written by frontman Steve Nieve) won a Grammy Award.

WALMART HAS THE TERABYTES of data on hand and its customers, but it's only on the Net a few seconds to find out if that

Norman Jewison | Knows good adaptation

Canadian film legend Norman Jewison—who just published his autobiography, *This Terrible Business*—has been good to his own one of the toughest projects of his career was producing Brian Moore's novel *The Statement* to the screen. Because of the text's lack of a dialogue, Jewison, 76, described his favorite film adaptations for *Movie* magazine.

THE 21ST CENTURY

TV show, *Depend*

Depend, who the hell do you know for sure? The 1970s punk band from Irvine, California, featuring Headbanger's lead singer Hugh Dancy, was one of the most successful rock bands. The group's hit (written by frontman Steve Nieve) won a Grammy Award.



Nigella Lawson finishes John Intini's sentences

Nigella Lawson's popularity is pretty rare to explain. These are the days in her TV world, and the 44-year-old journalist turned award-winning cookbook author also happens to be the second most on the tube (only Anne Olsen) Lawson, who's based in London, recently published *Feet*—a collection of recipes for big celebrations. She finished *MasterChef* finalist John Intini's sentences.

THE TV CHARACTER TO MOST LIKE TO BE

When I was younger, I was like, I guess I would also be quite happy as Jennifer Garner from *Ally*, but since I don't make it's tough to imagine me as a super-fit double agent.

THE ONE THING I'VE NOT TO PERFECT

As a super-fit double agent.

When I was younger, I was like, I guess I would also be quite happy as Jennifer Garner from *Ally*, but since I don't make it's tough to imagine me as a super-fit double agent.

THE ONE THING I'VE NOT TO PERFECT

As a super-fit double agent.

FOR MORE "JOHN INTINI'S SENTENCES"

VISIT WWW.MACLEANS-CAPIRELE

Books | Bottom of the food chain

When S. Matheson powers his marvellous funny debut novel, *One Week*, with a terrific premise: One day, summer day, every mammal, bird and reptile in the planet turned on humanity. The surprise attack led to millions immediately into human military forces, democratic governments and the world's most powerful nations. "Many days passed for only in killing one of the human race, and for all." After the third day, when the world ended, it was pretty much over for human civilization. One year later, in the novel's epilogue, scattered pockets of survivors grimly hang on, trying to figure out what happened to the world—and how to change their luck. Matheson's a stand-up comic, journalist and fairly witty writer. *One Week* is a fun read with two caveats: "One Week" is particularly good. "One Week" is a fun read with two caveats: "One Week" is particularly good.



By S. MATHESON
One Week
Frederick & Co.

Best Sellers

Fiction

	WEEKS ON LIST
1. <i>THE GIVER</i> by Lois Lowry	1
2. <i>THE GIVER</i> by Lois Lowry	1
3. <i>THE GIVER</i> by Lois Lowry	1
4. <i>THE GIVER</i> by Lois Lowry	1
5. <i>THE GIVER</i> by Lois Lowry	1
6. <i>THE GIVER</i> by Lois Lowry	1
7. <i>THE GIVER</i> by Lois Lowry	1
8. <i>THE GIVER</i> by Lois Lowry	1
9. <i>THE GIVER</i> by Lois Lowry	1
10. <i>THE GIVER</i> by Lois Lowry	1

Non-fiction

1. <i>THE GIVER</i> by Lois Lowry	1
2. <i>THE GIVER</i> by Lois Lowry	1
3. <i>THE GIVER</i> by Lois Lowry	1
4. <i>THE GIVER</i> by Lois Lowry	1
5. <i>THE GIVER</i> by Lois Lowry	1
6. <i>THE GIVER</i> by Lois Lowry	1
7. <i>THE GIVER</i> by Lois Lowry	1
8. <i>THE GIVER</i> by Lois Lowry	1
9. <i>THE GIVER</i> by Lois Lowry	1
10. <i>THE GIVER</i> by Lois Lowry	1

1. *THE GIVER* by Lois Lowry

John Intini | ON DANCING



Cheers to the office Travolta

This holiday season, face your fear of the dance floor and get down at your work party

‘TIS THE SEASON when danger lurks on dance floors everywhere. In particular, watch out for holiday office parties, where a couple rounds of holiday eggnog turn the hardwood into a minefield of misdeeds. And while I'm no generalist, in this case it's quite appropriate to be the man.

Altogether, I haven't been sexually groined, someone from a guy's glory days as a security guard and his first real paycheck, the smooth moves that made him the dance-off king at the company club suddenly escape him. And while those fancy foot maneuvers may be mostly a case of DWI (dancing while intoxicated), the fact is as much as age—meagres and body part things up considerably—when even he can't help them connect their fear of taking a fall is there.

"The new found security usually results in one of two things: a grade school dance scene with girls getting down and guys waving hand in the middle, or the never-popular with-the-ladies who-man-shall-it-or-which there are variations that often include rapid moving back and forth with arms in your sides, fingers snapping. Zero rhythm.

"Sometimes you just have to go and let the music take over," says Darni Harmon, who has choreographed Britney Spears and 'N Sync videos and is the star of DarniDanceGrooves—a hot-selling hip-hop instruction video. "Too often guys overthink and worry too much about whether they look good. And when you freeze up, wondering what others are saying, you won't move your feet. And when that happens, you look like you're walking, you can't get

anywhere unless you move your feet."

Of course, there's always the old exception: the guy who spends the night grinding with the boss to The Lady in Red and doing the running man (or the worm, if especially daring) as they hear at all. That very few guys—especially straight white men—use that fear less. Most of us, to put it simply, don't think we look very good channeling our inner Kevin Bacon—whether doing the rumba, salsa, moonwalk or Macarena (okay, nobody looks that hot doing the Macarena). "Guys don't want to look goofy in front of other guys," says Ric Harrison, the former principal dancer at the National Ballet. "And then there's the pressure added by women who often judge a man by how he moves, behaving in the old adage that if he's good on the dance floor he's good in bed. Most guys don't want to tip their hand too early."

That helps explain rock dancing—often a series of exaggerated off-beat pelvic thrusts—which is a commonly used male gesture to signal their intention when pulled wistfully to the dance floor.



Before long, we're consumed. We see how women dress and Juan Timberlake and Usher and then turn around and scowl at Steve, the computer guy, for breaking out the disco. So while most of us know we're better off as we are, when we see that Let Your Backboard Shake pounds from the speakers, we feel the pressure to show off some skills. So watch our ladies—for flying elbows.

To connect:
john.intini@macos.com

Design | Look, a modern Menorah

What's the latest "it" item in home decor? The designer Menorah. Menorahs, of course. This year, in honor of the centennial of the Jewish Museum in New York, Canadian designer Karim Rashid created the "Menorahart," a silicone menorah in his signature bold, curvaceous style—available in hot pink, lime and blue (above, US\$35). Trained New York conceptual designer, Rashid recently added a Menorah to his eclectic, multicultural "Pop" collection (US\$89). And, for those with particularly expensive tastes, New York-based interior designer Adam O. Tishay has come up with a sleek, asymmetrical Menorah produced by Christopher Reiter (US\$1,500). Gender not relevant. LARRY KOTLER

Health | Do me (fertility) good

For those with out-of-control fertility technology, there's a new birth control device on the market: LadyCamp (US\$49), a domestic product distributed by Toronto-based BabyBios, is a microcontroller that uses "noninvasive" forecasting algorithms to identify a woman's "window of fertility." It's marketed as a safe, reliable and instant alternative to birth control pills. Here's how it works: First, the user takes her temperature orally, using LadyCamp's thermal sensor. Then, she enters the required information about her menstrual dates. And a diagnosis is made regarding her fertility for the next 24 hours. The total time required is about 30 seconds and the results, they say, are 99.3 percent accurate. That is, barring any pesky computer malfunctions... LG.

Money's Worth | Getting the picture Is online photo finishing a snap?

When it comes to taking holiday pictures, more and more Canadians are going digital. It's a format that's easy to use—and it provides instant gratification. But when it comes to actually making prints of digital images, many of us aren't a lot less. You could buy a photo printer and print your own, but the paper and ink are pricey. Or you could transfer your images onto a CD-R or memory card, but then you'd have to take it off for developing a couple regulars. To avoid the hassle, try using an online photo developing service. Photo specialists like Shutterfly—a as well as larger retail chains including Wal-Mart—have all jumped into the fray. Each site offers a different range of products and pricing features. We ordered prints and a photo calendar from three online developers and compared the results. MICHAEL SWEENEY

PHOTOAL AT LOWE'S	FUTURE SHOP	WAL-MART
PRICE (for a dozen 4x6 prints and one wall calendar)		
\$39.87 (shipping and taxes included)	\$31.76 (shipping and taxes included)	\$32.17 (taxes included, shipping not available)
PROCESS		
Home page is colorful and straightforward, with a quick selection of print sizes and custom gifts. You can upload photos on-site at a time or if you're using Windows XP, you can upload. Photo album "Order Orders" window, which allows you to upload multiple prints simultaneously. On the download, each item you order is processed separately, which means paying shipping charges for each one.	Prospective users must first create an account and provide a valid e-mail address. After logging in, you can upload photos and select the size and quantity of prints. The site is adding features which include cropping and rotating—not to mention, loads of options for printing a calendar. Five examples, you can add captions and titles to pictures. Caption text like "Look, no hands!" or "I'm web's stunner."	Site offers a huge selection of photo gifts—including aprons, bookends, kitchen gadgets and wall clocks. Prints are well-priced, but adding features are available only if you register and verify your e-mail on the site. Also, shipping to users that Wal-Mart Canada does not deliver. Had to wait for its call and pick up order myself. Some items saved.
RESULTS		
Uploading images for prints was a breeze. But my calendar order wouldn't process. When I emailed for help, I was told the site was having trouble, and to check back next week. It took almost five days later and none of my calendar orders, when I finally arrived, was simply well as attractive font.	Pleasantly surprised. Site offers a limited selection, a colorful but simple calendar design (two quality prints and an attractive photo calendar). Calendar images were crisp and sharp and paper quality was nice limit.	More trouble printing a calendar. Items that Wal-Mart and PhotoShop share the same developing company I received a call within 10 hours that prints were still in the works. When I picked them up and it couldn't find them. They turned up after that day. When I called, I was served, I looked back, and buying compared to the others.
TIP: If you plan to use photo gifts, make sure your digital files have a good count of at least 100 x 120.		

For past Money's Worth product test drives, go to www.money.com/monetester

What's in Store

The new digital imaging software bundle from Adobe—which pairs Photoshop Elements 3.0 with Premiere Elements—makes editing digital pictures and home movies straightforward and fun. (Suggested retail price, \$179.99)





TO BOLDLY GO—EVERYWHERE

The PM's just like *Star Trek's* James Kirk. He has no idea how to delegate.

THE REASON NOTHING ever gets done on the starship *Enterprise* is that Captain Kirk doesn't know how to delegate.

Every week the *Enterprise* launches on a new planet. A new mission! A new challenge for hundreds of scientists! Except none of them even get to see the planet. Kirk is forever hogging the hot files. "Dinky diplomacy?" Kirk will greet the ambassador in person. "Evergency medical delivery?" Kirk beams down with pills for the fancy locals. Klingons have

been spotted in the quadrant? Kirk grabs a phaser and heads to the transporter room.

Meanwhile, hundreds of cock scientists, the pride of Starfleet, sit around waiting for him to get back.

What you never hear on *Star Trek* is that the other Starfleet captain wonders why Kirk can't organize a proper ship. The other captains stay on the bridge and let specialists do their jobs. They send diplomats to greet diplomats and doctors to deliver medicine. The other ships don't have Klingon problems because the other captains send heavily armeded lieutenants to whip some wack Klingon butt. And the other ships can do all these jobs simultaneously because their crews aren't wasting around waiting for the next open spot in the captain's dashboard.

And while the specialists are getting the everyday jobs done, the captains of other ships can actually catch up on some reading, implement structural reforms and plan further ahead than the next commercial break. The other captains see Kirk running around the galaxy and wonder why he isn't hired to manage so important a few busy scientists.

Gee, you're right. I'm usually talking about Paul Martin. For 15 years you could get a free lunch in Ottawa if you were willing to put up with a Martin lobbyist explaining how every single decision would have been made better if Paul had made a *WELL*, new hell making every single decision, to the extent my decisions are getting read in *WELL* Equilibrium payments? Health care funding? A foreign-policy re-



view? Meetings with mayors, composing the budget to boot, answering foreign policy? No one man could handle all those tasks. Yet one man has put himself in charge of the lion's just signing off on results, but dipping in and out of every process.

It's why Martin's cabinet ministers are a success. Fully a dozen qualified before parliamentary committees last week on this matter or that, and in my youthful naivete I thought some would make news. But even though most are diligent and some are severely kind of interesting, and public they are such an interchangeable lot that they might as well all be wearing identical red ties. Nobody believes these people are making the real decisions. Every now and then, one of them vanishes in a cloud of phaser smoke—remember Sean Kenney?—and it's hard to remember he ever stood there.

Mind you, there are greater sins than inefficiency. Some people in this country believe Brian Mulroney or Jean Chretien

were forces for evil, or that Stephen Harper would be. A leader who is mostly friend and inefficient probably looks pretty good by comparison.

But all this scurrying about can do real damage, too. Just like Martin, Kirk does his swashbuckling in various corners of a great federation. The Federation's most important role is the Prime Directive. Broadly paraphrased, it warns emissaries from the central government not to intervene in areas of provincial jurisdiction. Kirk is fabulously important with the Prime Directive. It functions in rough parallel. So Kirk always bargains into local disputes and abusing the Federation's spending power.

And so with Captain Martin. His inter-governmental affairs minister, Lucienne Robitaille, has begun giving speeches in which she tries to explain this government's philosophy of federalism. In August in October, she called the philosophy "citizen-oriented focused co-operation."

"That short phrase is very simple," Robitaille added, "but it means a great deal." Well, so. Actually it's incoherent and meaningless. But if it means anything, it's that Martin feels free to beam down into any file that interests him and provincial governments mustn't fuss. "It is imperative for all governments, when citizens' interests are at stake, to be able to rise above those differences, and for our leaders to support one another," Robitaille said.

It's only necessary to warn provinces against confrontation when a prime minister is cheerfully uninterested in the role the Constitution assigns to each level of government. The formal of the moment makes Martin want to play mayor, health minister, world leader, anchor of the *Montezuma*. The rest of the crew must sit on the *Enterprise* and wait for him to get back. Some people used to think he would boldly go somewhere. Instead we mostly just get returns.

For comment, write to paul@paulwells.ca or visit Paul Wells's weblog, "Inkless Nelly," at www.paulwells.ca/paulwells.

The sub is toasted. Your willpower is toast.



Introducing the new, irresistible fresh toasted BBQ Steak with Monterey Cheddar Cheese sub.*

Served on fresh-baked bread. Toasted top to bottom and all the way through. Prepared fresh in front of you, the way you like it.

**freshly
TOASTED**

NOW TRY ANY SUB TOASTED!

SUBWAY
eat fresh.®

**Meet Mr. Brent Allan Davey.
He also answers to "cutie-pie."**

Knowing who our customers are
is the first step to serving them better.



1-800-436-3333 or www.tdcanadatrust.com

Banking can be this comfortable



Canada Trust